

SOUTHERN AUTOMOTIVE JOURNAL

COVERS THE
19 SOUTHERN AND
SOUTHWESTERN STATES

PASS IT ON!

OWNER
GEN. MGR.
SERV. MGR.
PARTS MGR.
FOREMAN
SHOP

July, 1952



Horsepower can disappear, too!

Tired, pepless engines . . . oil thirsty engines . . . both result from normal internal wear, usually piston rings. Restore power, assure positive oil control and

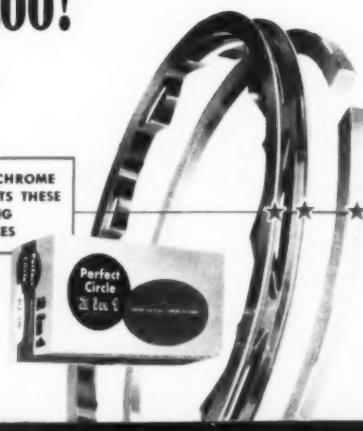
DOUBLE THE LIFE OF CYLINDERS, PISTONS AND RINGS WITH

NEW **Perfect Circle**

2 in 1 chrome piston ring set

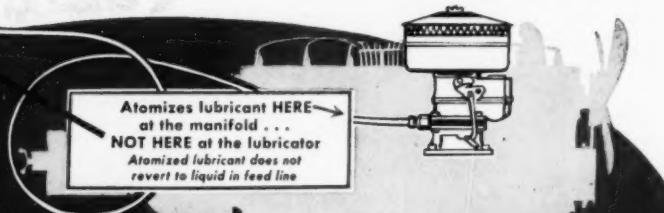
Perfect Circle Corporation, Hagerstown, Indiana
The Perfect Circle Co., Ltd., Toronto, Ontario

SOLID CHROME
PROTECTS THESE
WEARING
SURFACES



IT'S **TOPS**

TOP Seller for TOP Profits
because of its Low Price ...
TOPS for TOP-Engine Lubrication
with New Atomizing Principle ...



Engineered Exclusively for **MOTOR RYTHM!**

MORE PROFIT FEATURES

1. Easy to Install, Nothing to Adjust. Rate of flow of lubricant is factory-set. No moving parts. No service problem.
2. Demand is Growing. More and more motorists are asking for top-oilers—recommended for use with hydraulic valve lifters and all engines new and old.
3. Steady MOTOR RYTHM profits keep coming with MOTOR RYTHM sales *after* you sell a WHITE Lubricator!



● Here's the lubricator you've been waiting for! The **WHITE Lubricator** is engineered exclusively for use with **MOTOR RYTHM** and gives better, more effective top-engine oiling because it perfects "atomized" lubrication ... is mechanically dependable, easy to install ... needs no adjustment, sells for less than \$10.00! Fully guaranteed.

● **You can afford to stock and sell this lubricator** because you stock only *one basic model* which fits all cars (through the use of *very low cost* adapters). No large inventory to carry!

● INTRODUCTORY CONSUMER SPECIAL

Lubricator: Regular Retail Price \$ 8.75

Free of Extra Charge, 1 Qt. MOTOR RYTHM Value 1.35

TOTAL VALUE \$10.10

SPECIAL RETAIL PRICE

for both*

*Cost of installation kit (\$1.80) where needed, except for some 1952 models requiring adapter plates. Labor not included.

The New **WHITE** atomizing principle means that *all* of the Motor RYTHM lubricant enters the engine as a vapor. Automatically, the **WHITE** lubricator gives complete lubricant dispersion to all upper-engine parts. The **MOTOR RYTHM** cleans, oils and cools, checks wear and corrosion, helps maintain full compression, pickup and power.

Ask your **WHIZ** jobber for complete details, and order your stock now. If he cannot supply you, ask him to stock the **WHITE** lubricator and **WHIZ** **MOTOR RYTHM** for you.



R. M. HOLLINGSHEAD CORPORATION

LEADER IN MAINTENANCE CHEMICALS

Camden 2, N. J.

Canadian Offices: Toronto

Warehouses: Chicago

Dallas

San Francisco

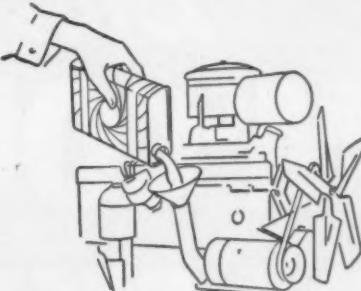


SOUTHERN AUTOMOTIVE JOURNAL is published monthly at 56th & Chestnut Sts., Philadelphia 38, Pa., by W. B. C. Smith Publishing Co. Executive and Editorial Offices: 80 Peachtree St., N. E., Atlanta 5, Ga. Entered as second-class matter at the Post Office, Philadelphia, Pa. Subscription Rates: United States and Possessions, \$1.00 per year; Canada and Foreign Countries, \$10.00 per year.

Make an **EXTRA PROFIT** on every oil change



Suggest adding a quart of Permatex Toon-Oyl every time you make an oil change. You'll please the customer... for Permatex Toon-Oyl quickly improves engine performance. The profit on the Toon-Oyl will make the suggestion well worth your while.



1. **Cleans gummed working parts.** Permatex Toon-Oyl dissolves carbon-gum deposits, frees sticky valves and rings, leaving working parts clean.
2. **Eliminates excessive wear.** Permatex Toon-Oyl is specially formulated to retard acid action and corrosion which is the cause of 90% of engine "wear".
3. **Increases power.** Permatex Toon-Oyl increases power two ways... by freeing working parts from carbon-gum and through improved lubrication by coating metal parts with a friction resisting film.

PERMATEX COMPANY, INC.
Brooklyn 35, N. Y.

PERMATEX
TOON-OYL



Ask your Jobber Salesman about the
SPECIAL OFFER on this.

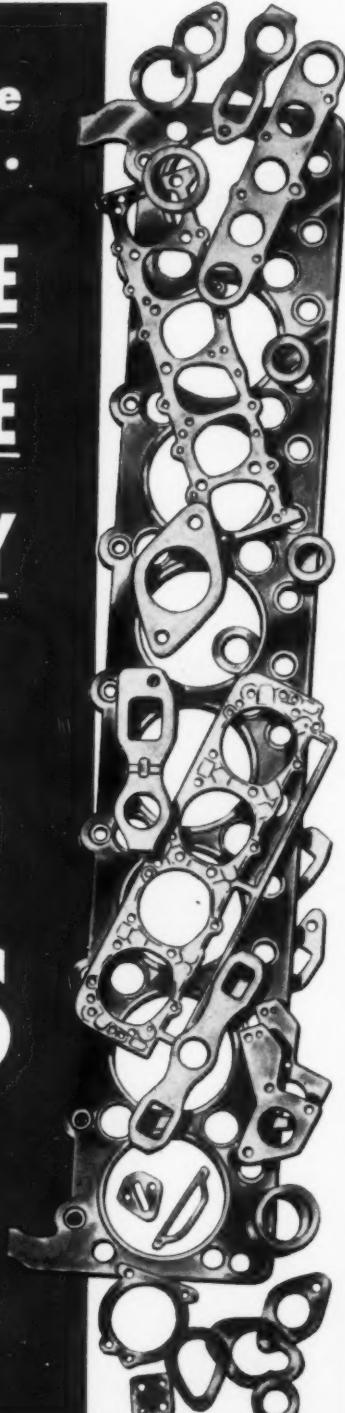
no matter what type
of sealing problem . . .

YOU CAN SOLVE
IT BETTER, MORE
ECONOMICALLY
with
McCORD
GASKETS

The right gasket for any joint is a McCord because McCord gaskets are individually Engineered to seal each application. Regardless of your sealing problems, McCord's experience and engineering background will provide a gasket that will make and keep a tight joint.

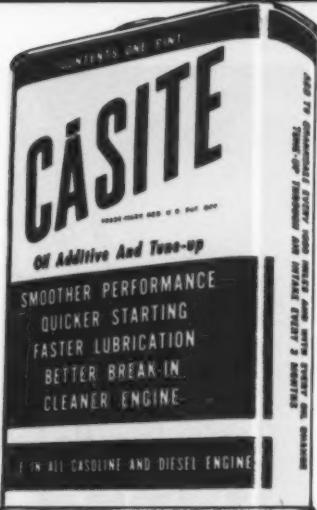
McCORD CORPORATION • Detroit 11, Mich.

MUFFLERS • PIPES • RADIATORS • CORES
OIL SEALS • GASKETS



Make it a habit!

AND MAKE THE BIGGEST PLUS-PROFITS
YOU'VE EVER HAD, WEEK AFTER WEEK AFTER WEEK!



Make it a habit to sell Casite with gasoline. Tell your customer Casite will help him get back that old-time zip and power, that Casite will deliver that. Better and Smoother Performance he's been looking for!



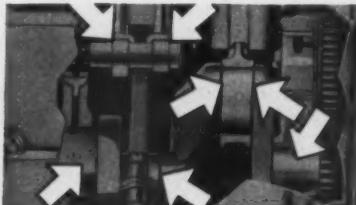
Sell it with every oil change. Point out that Casite keeps the engine clean, keeps it keen, keeps it free-running. Casite retards the formation of sludge and gum, keeps motors alert and powerful for the next 1000 miles!



Sell Casite when you talk about valves. Casite frees sticky valves and rings, gets rid of engine gum and goo, lets the engine "breathe," lets power zoom through. Casite helps prevent expensive valve grinds.



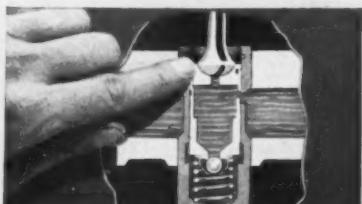
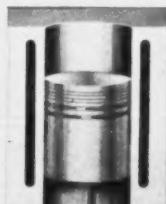
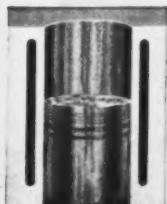
Sell it for tune-ups. Casite is a quick, easy, profitable non-mechanical tune-up. You just run a pint through the carburetor, or add a pint to the gasoline. That's all you have to do to improve the performance of any car, old or new.



Sell it for break-in. Casite helps oil penetrate into tight places—assures proper lubrication of a tight, new engine until normal clearances are established. This prevents excessive friction during the break-in period.



Top off all repairs with a Casite tune-up. Use Casite to top off bearing, valve and ring jobs. Casite speeds oil, spreads oil, helps it get around fast. Casite gets enough oil to the right places at the right time to help make any repair job run freer.



Sell it to prevent trouble. Any motor oil is "cold" and slow when engine first starts. Casite makes that slow oil move fast—speeds the flow of No. 20 oil 24% at 100°F, more when the engine is colder. This protects the engine during warm-up when most engine wear occurs.



Sell it to every owner of every car. Casite is unconditionally guaranteed. Your customer gets Better and Smoother Motor Performance all year 'round, or he gets back *twice* what he paid. There are no strings—he must be completely satisfied.

CASITE DIVISION • HASTINGS MANUFACTURING CO. • HASTINGS, MICHIGAN

Casite, Drout, Hastings Piston Rings, Spark Plugs, Oil Filters

**Though Hired for Laughs,
They're Sure No Fools..'cause**

**PROTO means
PROfessional
TOols!**

What are *professional* tools? They are the kind used by men who earn their living with tools...that perform for years, safely and easily...that are made of special alloy steels and scientifically heat-treated for proper strength, toughness and hardness...that have advanced, user-tested designs...that are backed by a positive guarantee...that are available in types and sizes for every need. PROTO tools meet all of these tests because they are designed and manufactured especially for experts. To increase your pride in your equipment and work, build a matched set of fine PROTO professional tools. You can buy them from your PROTO dealer's very complete line. Send 10¢ for 64-page catalog to

PLUMB TOOL COMPANY
2214T Santa Fe Ave., Los Angeles 54, Calif.

PROTO TOOLS
REG. U. S. PAT. OFF.
MADE IN U. S. A.
LOS ANGELES

PROTO means
PROfessional
TOols

The PROTO Line includes: Wrenches, Saws, All Types, Pliers, Screwdrivers, Pliers, Hammers, Chisels, Sockets & Handles, Pliers, Tool Boxes, Industrial Tools & Many Others.

Eastern Factory—Jamaica, N. Y.



Choldun

'PRESSURE PURGER' ANALYZES & CLEANS COOLING SYSTEMS!

ANALYZES (On-the-Car)

- NOW you can quickly and accurately locate Cooling System defects "on-the-vehicle" by Analyzing!
 1. The Pressure Purger reveals the defects.
 2. Check sheets show your customer needed repairs and replacement parts.
- ONLY the PRESSURE PURGER will Analyze and detect faulty radiators, hoses, head gaskets, freeze plugs and other defective parts instantly.
- ONLY the PRESSURE PURGER enables you to make a positive "on-the-car" visual check of the Water Pump Action.

CLEANS (On-the-Car)

- ONLY with the PRESSURE PURGER can you Power Flush the entire Cooling System, Radiator and Water Jacket of the Block, Heater, Hoses and Heater—Any Capacity—All in—One Operation—in less time than it takes to remove a radiator.
 1. Feature Preventive Maintenance Service.
 2. Correct Overheating Conditions.
- ONLY the PRESSURE PURGER will enable you to render this much needed, complete Cooling System service to your customer and make extra dollars for yourself!

**THE PRESSURE PURGER REMOVES DIRT—
DOES NOT STEAM HEAT IT!**

**NOTHING CAN CLEAN OR ANALYZE LIKE
THE PRESSURE PURGER!**



CHOLDUN Manufacturing Corp.
331 East Street, New Haven, Conn.

Please send me complete details on the PRESSURE PURGER.

Please have your representative call.

Name _____

Address _____

City. Zone. State.

A Great Quality Product

WANTED By Millions!

Moraine engine bearings are the *original equipment* bearings on millions of cars and trucks . . . the pre-sold bearings on half the cars that pass your door. Moraine *replacement* bearings fit an additional 20 million cars and trucks. Think of the opportunity . . . the market Moraine represents for you!



MORAINE ENGINE BEARINGS
A United Motors Line
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

Here are some of the reasons why Moraine is the bearing you should stock and sell:

1. **QUALITY.** Moraine engine bearings are of uniform high quality . . . with original equipment tolerances . . . the proved favorite for original equipment.
2. **AVAILABILITY.** Moraine engine bearings are available everywhere through United Motors distributors to fit 38 million cars and trucks.
3. **DUREX-100.** At the head of the Moraine original-equipment line is this exclusive, advanced-type bearing that's made to take the extreme loads and stresses of today's high-speed, high-compression engines.

8 ways better!

1. Greater resistance to fatigue.
2. Increased load capacity.
3. Greater conformability.
4. Better embedability.
5. Stronger bond.
6. Greater resistance to scoring.
7. Greater resistance to corrosion.
8. More durability.



THE MATRIX MAKES THE DIFFERENCE.

Steel-backed middle layer (or matrix) of porous copper-nickel bonds mechanically and metallurgically with babbitt overlay to give Durex-100 increased embedability and greater resistance to fatigue.

Add Moraine's uniform high quality . . . reputation . . . tremendous pre-sold market . . . availability . . . completeness—and you'll stock and sell Moraine engine bearings now!

MORAINE PRODUCTS

DIVISION OF GENERAL MOTORS
DAYTON, OHIO

ALCOA LO-EX®

Means Tested Pistons!

Your reputation is built on the performance of your repair job! If you install replacement pistons of ALCOA LO-EX* . . . you can be assured of proved performance . . . positive customer satisfaction.

The ALCOA LO-EX trademark stands for pistons that are tough, light in weight, low in expansion. Pistons that give your customer cool, quiet power that's easy on gas and oil.

Be sure to stock aluminum pistons of ALCOA LO-EX alloy—cast by Alcoa, finished by expert piston makers.

**ALUMINUM COMPANY
OF AMERICA**

1853 G Gulf Bldg. • Pittsburgh 19, Pa.



Piston Castings of Every Type



T-Slot



Trans Slot



Strut



Trunk Type

*Availability may be limited by military needs for aluminum.

ALCOA® LO-EX



ALCOA TELEVISION — CBS Network,
6:30 to 7:00 P.M. EDST every Sunday
on most stations — 8:30 to 9:00 P.M.
in far West

*Proved and approved
for over 13 years*

SAGINAW *Hydraulic* POWER STEERING

*Now available on 1952 model
Oldsmobiles, Buicks and Cadillacs

Since 1939, when it was introduced, Saginaw hydraulic power steering has proved its worth over and over again on thousands of commercial vehicles.

Now Saginaw *hydraulic power steering* is available on passenger cars! And already it has won wide acceptance, for "there is no steering like power steering . . . and no power steering like Saginaw *hydraulic power steering*."

This new application of the Saginaw hydraulic power steering principle is amazingly simple in design . . . has fewer moving parts, fewer parts in all. It retains the natural feel of ordinary steering at moderate speeds, but makes a spectacular reduction in steering effort at low speeds or for parking.

IF IT'S EASY TO STEER . . . IT'S A SAGINAW GEAR

Saginaw
STEERING GEAR DIVISION

General Motors Corporation, Saginaw, Michigan



RECIRCULATING BALL PRINCIPLE

Saginaw's famous recirculating ball principle provides friction-free operation that is unique in the industry. It is a principle proved in over a million automotive steering gears.



HYDRAULIC POWER STEERING

A hydraulic booster multiplies driver steering effort, makes it easy to swing the wheel of the biggest car traveling at any speed—or even when standing still.

*Optional equipment at extra cost

**SSG
PRODUCTS**

STEERING GEAR ASSEMBLIES •
STEERING LINKAGE ASSEMBLIES
• PROPELLER SHAFTS • DIESEL
ENGINE AND AIRCRAFT PARTS



**It's Easy to Get EXTRA
CAMBER When I Install**

MOOG OFFSET PIVOT SHAFTS

**with the Camber
in the Part**

**A complete line of Upper and Lower
Offset Pivot Shafts for most cars
with eccentric Bushings and Pins**

Here is the ideal replacement for a permanent installation. The Moog Offset Pivot Kits have the camber in the part at no extra cost. Thus the difficulty of setting camber is eliminated with Moog Offset Pivot Shafts. By offsetting the bolt holes, approximately an extra degree of camber either plus or minus may be obtained and the regular eccentric adjustment can still be used if necessary; this eliminates dangerous bending. This is an original Moog feature—and "You can get the complete line only through Moog!"

**MOOG DESIGNS AND BUILDS
A PART TO DO A BETTER JOB
THAN THE ONE IT REPLACES**

MOOG INDUSTRIES INC.



6650 Easton Ave., St. Louis 14, Mo.

MOOG OFFSET PIVOT SHAFTS IN KITS FOR THESE CARS:

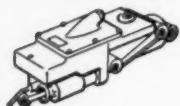
- K-35-S** for Ford 1949-51
- K-38-S** for Lincoln-Mercury 1949-51
- K-80-S** for Buick 1946-51
- K-112-S** for Cadillac 1941-51; Buick, Oldsmobile and Pontiac 1937-38; Packard 1941-51
- K-118-S** for Kaiser Frazer 1946-51; Hudson 1940-47; Oldsmobile and Pontiac 1939-51; Studebaker 1950
- K-124-S** for Chrysler, De Soto, Dodge and Plymouth 1940-51; Nash 1941-51
- K-135-S** for Chevrolet 1949-51
- K-177-S** for Studebaker 1951

©
1952 M.I.L.

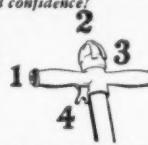
after 21 years, the S-4 STILL LEADS 'EM ALL

Here's why ...

This brute was years ahead when introduced in 1931. No other jack has ever caught up to it. Blackhawk has continually added outstanding, exclusive refinements . . . so that today, as before, S-4 is the best all-purpose jack you can roll onto your floor. Order from your Blackhawk jobber . . . *with full confidence!*



ONE-PIECE POWER UNIT
has no seams or pipe plugs to leak. Ideal for wash rack use. Speed and power pump are combined to speed jacking time, eliminate parts and wear. An exclusive, floating plunger allows power unit to remain stationary, prevents distortion and leakage.



SEE WHAT FINGERTIP CONTROLS DO FOR YOU
(1) Press a button and flash a light on the lift spot. (2) Turn a key and lock or unlock the valve. (3) Twirl a knob for positive release valve action. (4) Pull a trigger and set the handle for any one of three convenient positions.

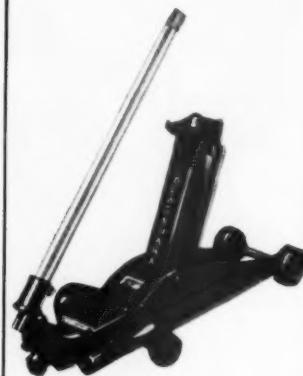


TO OWNERS OF VETERAN S-4 JACKS

Factory-rebuilt power units are available from country-wide stocks. Liberal trade-in allowance for your old unit. And you can install a new one yourself in 20 minutes!

All-purpose
4-ton Capacity

Pick the **RIGHT** jack
for the job from the
No. 1 jack line



To lift both wheels of a car to convenient working height, every shop needs the S-23 curb jack. Stand-up safety handle detaches for cycle service.



Modern fenders offer no problem when you use LIFT-POST. For wheel service . . . for wash rack use — LIFT-POST gets cars and fenders up faster . . . exposes the entire wheel.

BLACKHAWK

A product of BLACKHAWK MFG. CO., Dept. J-472, Milwaukee 1, Wisconsin



They're dancing to
MAC'S PILSNER PREMIUM POLKA



"Roll out the glasses...
 Roll out a Barrel of PROFITS!"

*What a deal! What a Premium!
 It's Mac's Gift to you for '52!*

4 Libbey 10 oz. Pilsner Beer Glasses in the famous "Horseless Carriage" design when you order from your Jobber the following:

4 Glasses with each carton
 of 12 MAC'S-IT KITS!

4 Glasses with each carton
 of 12 MAC'S SPEED GLAZE!



This Mac's-It Kit for dull dingy finish and heavy road scum.



For real Beauty in a hurry!

This Mac's-It Kit for newer cars or when finish is better than average.



MAC'S SUPER GLOSS CO., LOS ANGELES 42, CALIFORNIA

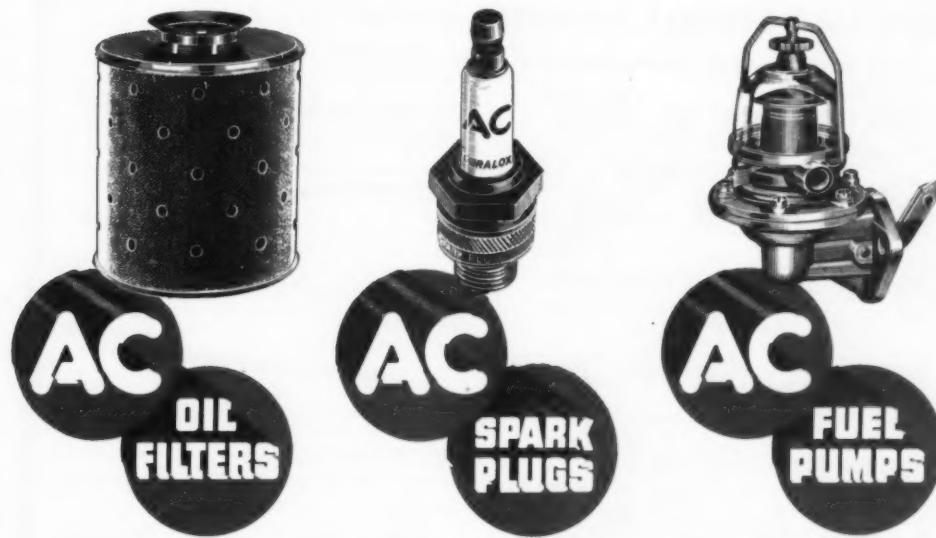


**9 out of 10 cars
on the road
have one or more ...**



SUMMER MOTORING GIVES AC DEALERS A GREATER SELLING OPPORTUNITY!

Car owners want trouble-free performance on vacation trips — your opportunity to render an appreciated service by recommending new AC Plugs, Elements or Pumps on a preventive maintenance basis.



The Industry's Fastest-Growing Line—Original or approved equipment on Buick, Chevrolet, Cadillac and Olds.

With Patented CORALOX Insulator—Factory equipment on more new cars than any other make of spark plug.

The Only Complete Line—More than 100,000,000 have been built—more than 40,000,000 are in daily use.

SPEEDOMETER CABLES • AIR CLEANERS • FLEXIBLE LINES • GAS STRAINERS

AC SPARK PLUG DIVISION  GENERAL MOTORS CORPORATION

CAPT. **EASY** Says



WEATHERHEAD
IS THE **EASY** LINE
TO HANDLE...
BECAUSE IT'S A
COMPLETE LINE

OVER 1500 ORIGINAL EQUIPMENT AUTOMOTIVE PARTS

...to make your replacement jobs **EASY**

TUBE FITTING JOBS ARE EASY
with 405 different sizes and types of fittings



DRAIN AND SHUTOFF COCK REPLACEMENTS ARE EASY
with 91 different sizes and types



HOSE LINE REPLACEMENTS ARE EASY
with 85 different sizes and types of hose and
reusable hose ends



FUEL LINE REPLACEMENTS ARE EASY
with 64 different sizes and types of assemblies



OIL-FILTER LINE REPLACEMENTS ARE EASY
with 30 different sizes and types of assemblies



Brake JOBS ARE EASY
with 107 different sizes and types of brake fittings
and hose



The EASY line to handle is...



Find out how Weatherhead can simplify your replacement parts problems. Ask for our condensed general catalog J-103. Address: THE WEATHERHEAD COMPANY, Dept. D-1, 300 East 131st Street, Cleveland 8, Ohio. In Canada: THE WEATHERHEAD COMPANY OF CANADA, LTD., St. Thomas, Ontario.



The Mark of Quality

WEATHERHEAD

ON EVERY CAR!

DELCO BATTERY

offers greater
business-building
opportunity!



The battery that is first choice with automotive engineers and with car owners is the first choice with dealers, too! There are unlimited volume-building opportunities with Delco—the battery designed to meet the demands of modern driving. Call your Delco battery wholesaler. Let him show you that Delco offers you your greatest business-building opportunity.

NATIONALLY ACCEPTED! Delco batteries are the choice of millions of car owners. For reliable starting power—for long life—America knows that Delco is the buy!

ORIGINAL EQUIPMENT MARKET! Delco batteries are original equipment on more cars and trucks than any other make . . . there, alone, is a vast, pre-sold market that daily passes your door!

YOU'LL HAVE HELP! Merchandising plans and programs, tailor-made to your needs, are always available. This sort of cooperation, plus a constant stream of battery service information and technical data, keeps you "out front" in the battery business!

THE TIME IS—NOW! Right now is the right time to decide to make the nation's Number One Battery your number one business-getter. The opportunity is here . . . it's easy to start in this profitable business. See your local Delco battery wholesaler now.

EVERY DELCO BATTERY HAS THESE FEATURES

► **Maximum Starting Power!**
In life performance tests, Delco Batteries showed maximum starting power, after months of operation.

► **New Super-Quick Starts in Cold Weather!**
Exclusive, patented "expander" formula used in making negative plates for batteries produces greatly improved action in cold weather.

► **New Battery Ruggedness!**
Exclusive high temperature vapor treatment of plates creates stronger, longer-lasting bond . . . insures greater resistance to shock and distortion.

► **New "Balanced" Gravity Rating
for Finest Performance!**
The new "balanced" gravity rating of Delco batteries assures users of longer battery life. Extra battery life means extra miles per battery—more value for your money.

► **"Tailored" Cases!**
Delco has "tailored" cases for each battery model. Special sealing compound to prevent cracking and leaking. Visual filling device for instant servicing.

DELCO BATTERIES

DISTRIBUTED BY WHOLESALERS EVERYWHERE



THIS ONE MEANS HEADACHES...

THIS ONE MEANS PROFITS...

The Difference is



* B.E. means BRAKE ENGINEERED . . . every re-line job turns out the way you want it to. In the first place, you are backed by more than a quarter century of experience, not only in the manufacture of linings and blocks, but also in the design and production of the brake systems themselves. When you install Bendix Eclipse Linings or Blocks, you become a part of the great team which builds the brake equipment for many of America's leading cars, trucks, buses, tractors, planes and even bicycles. Naturally your work turns out better . . . Bendix Eclipse Linings and Blocks are made literally from the ground up for each vehicle, each type of braking. Remember, only Bendix Eclipse Linings and Blocks are Brake Engineered.

HERE'S HOW TO BE SURE . . .

The big blue Bendix Eclipse box stands for the best in braking! On your stock shelves or beside the mechanics in the shop, it tells your customers that this re-line job will be right all the way—they can count on better performance, you can count on bigger sales—because it is backed by America's first team of brake specialists.

MARSHALL-ECLIPSE DIVISION OF
TROY, NEW YORK



Bendix | **Eclipse BRAKE LININGS & BLOCKS**

BUILT BY AMERICA'S FIRST TEAM OF BRAKE ENGINEERS

SOUTHERN AUTOMOTIVE JOURNAL for JULY, 1952

Soundmaster FITS

... NOT 1,
NOT 2, BUT
ALL 3 WAYS!



1

MECHANICAL FIT

On a muffler job, mechanical fit determines the time it takes—the profit you make. Soundmaster engineers mufflers for Fast Installation Time on each make and model you service. To fit *all* the dimensional requirements of the car, Soundmaster goes beyond mere length of shell and

size of inlet and outlet. *Shape* of the head and shell is engineered for proper clearance. *Location* of inlet and outlet is right for quick, easy, stress-free connections. In every detail, Soundmaster mechanical fit is your assurance of more profit and a safer, better installation on every muffler job!

2

ACOUSTICAL FIT

Soundmaster engineers each muffler to eliminate objectionable noise over the entire range of speeds and loads. Under all conditions, Soundmaster delivers *full range* noise control.

3

HORSEPOWER FIT

Certain noise problems can be whipped by sacrificing back pressure limits. But excessive back pressure steals engine power. Soundmaster engineers each muffler for correct back pressure with a specific engine—for all the power the car can deliver!

DE KOVEN MANUFACTURING COMPANY • RACINE, WISCONSIN



IS THIS MARKET COVERAGE OR NOT?

*If you agree that it is, wire or write General
Sales Manager, Willys-Overland Motors, Toledo, Ohio
for information on open territory*

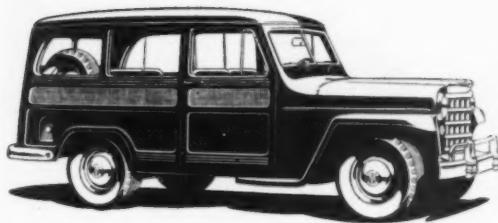


AERO-LARK—All-Time High in Car Value, priced to lead the Aero line, with famous *Lightning 6* engine.

AERO-WING—DeLuxe model, with lively *Hurricane 6* engine, combines auto and aero engineering.



AERO-ACE—Custom model, beautiful interiors, wrap-around rear window, 61" seating, front and rear.



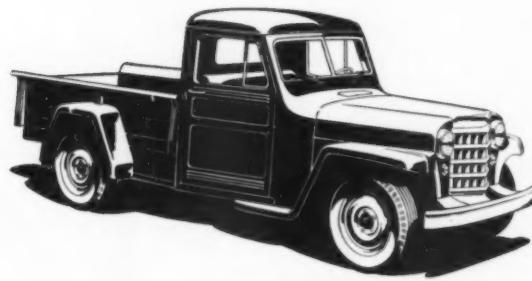
DeLUXE STATION WAGON—

The pioneer in metal-bodied Station Wagons. A double utility vehicle, leads its field.

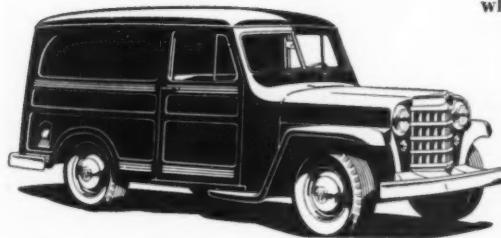


4-WHEEL-DRIVE STATION WAGON—

Only vehicle of its kind. Wanted by farmers, letter carriers, ranchers, oil companies, for on-or-off the road travel.



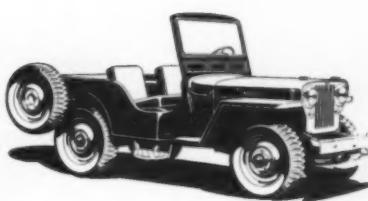
4-WHEEL-DRIVE TRUCK—No competition in its class. Gets through where others can't. Rugged, lasting.



SEDAN DELIVERY—in 2 or 4 wheel drive. Wide market possibilities. Largest capacity for wheel base.



UNIVERSAL JEEP—A vehicle that needs no introduction. Work horse of the world. Farm and industrial demand now stronger than ever.



GRIZZLY

Helps You Sell
Bonded Relines -
With Bigger Profits!

Selling bonded relines will be an important, highly profitable business when you work closely with your Grizzly Distributor! For he has the experience and the proper linings and equipment to give you *complete*, dependable bonding service. He can supply you with a full range of "Saftibond" linings—the *first* with factory-applied bonding agent . . . the lining that insures cleaner, better results at least cost. He can provide fast service from a shoe exchange well-stocked with "Saftibond-ed" shoes (as well as *riveted* shoes). He will deliver each set of Grizzly lining or shoes in special cartons clearly labeled for error-proof installation. In fact, he's ready to answer *any* questions you have on bonding—so call your Grizzly Distributor today!

Grizzly Manufacturing Company, Paulding, Ohio.



GRIZZLY
SAFTIBOND



SAFTIBOND-ED
BRAKE SHOES



GRIZZLY LABELED
SET CARTONS



BUT WATCH OUT FOR

THE INVISIBLE THOUSANDTH

(That's the one-thousandth difference between a usable insert-type rod and one that must be rejected for out-of-roundness)

Today's engine bearings require precise installation. They carry heavy loads, operate at high speeds and high temperatures. When you put a modern precision bearing into an out-of-round rod, you invite early bearing failure.

Be sure of the rods—use Federal-Mogul exchange insert connecting rod service. You get thoroughly reconditioned rods, with truly round bores. They're low in cost, high in quality. They'll help protect your work! *Use them on every overhaul!*

FEDERAL-MOGUL SERVICE

(Division of Federal-Mogul Corp.)

DETROIT 13, MICHIGAN

Engine Bearings (Main, Connecting Rod and Camshaft) • Bushings • Connecting Rod Service • Exchange Insert Rods, Re-bored Rods • Connecting Rod Bolts and Nuts • V-Seat Piston Pin Bushings • Shims and Shim Stock





PACKARD IGNITION CABLE

Packard high-tension cable, long considered the standard of the automotive industry, is used as original equipment on cars, trucks, buses and tractors, than cables of any other make. The FOUR-FORTY and Personal PACKARD cable are designed to deliver balanced performance in every make and model car, truck, bus and tractor in operation today.

These products have Turnover

PACKARD BATTERY CABLE

Packard battery cables are used as original equipment on more cars, trucks, buses and tractors than cables of any other make. Packard battery cables are full size, full weight . . . are available with LEADALLOY terminals or leaded brass terminals. Both types are packaged in individual cartons—both deliver top performance—both have acceptance, everywhere.



Packard

REG. U.S. PAT. OFF.
TRADE MARK

Packard Electric Division, General Motors Corporation
Warren, Ohio



PACKARD LOW-TENSION CABLE

As with Packard's two other products, Packard low-tension cable is used as original equipment on more cars, trucks, buses and tractors than cables of any other make. Packard's "24-2" cable, with insulation, by every laboratory test and the test of long, hard usage, has exceptional resistance to heat, oil, chemicals and abrasion.

FOREMOST BUILDER OF AUTOMOTIVE AND AVIATION WIRING

"Want to hear SOME SWEARING?"



I'LL SWEAR—and I want you to hear me: Martin-Senour Undercoats give me the best results every time. I know it's the proved way to keep the finish coat from sinking in, the sure way to get perfect adhesion to bare metal or old finish. And these Undercoats sure save work for me. In the first place they give quicker drying so my jobs are ready for sanding in shorter time. And that sanding is easier too because I get the right build for perfect feather edging. Believe me, Martin-Senour makes the Undercoats you swear *by*, not *at*!

MARTIN-SENOUR MAKES 3 TYPES OF UNDERCOATS —ALL SHOP-PROVED, ALL EASIER TO USE

Lucquer Primer-Surfacers — combination primer-surfacer for use over either clean bare metal or old paint surfaces.

6252—light gray 6255—dark gray
6256—red oxide

P-S-G Cotes—lacquer base to prime and seal over old lacquer and enamel finishes and provide proper ground coat for lacquer or enamel.

Synthol Primers—to prime over sheet steel or any previously painted surface. For fleet work and quality used-car refinishing.

8093—white 8094—gray
8095—dark red



"Martin-Senour Undercoats are the best I've ever worked with," says Gene Struble, Gene's Auto Body Works, Haskell, N. J.

"We use all three types of Martin-Senour Undercoats in our shop. That way we know we're getting a base for the finish coat that is tough and durable. You can tell by the way they fill, dry and hold out that you're putting on real protection for the finish coat, protection that works from the inside out."

Your N.A.P.A. Jobber sells Martin-Senour Undercoats

MARTIN-SENOUR

2520 South Quarry Street, Chicago 8, Illinois

Factory Packaging

...the only positive control from Factory to Finisher



...the only positive control from Factory to Finisher



WHEEL COVERS *sell on sight!*



EASY TO SELL

EASY TO STOCK

EASY TO DISPLAY

LIST PRICE
\$16.95
SET OF 4
SLIGHTLY HIGHER
WEST OF ROCKIES

BEAUTIFUL • DURABLE • PROFITABLE

You'll find the LYON Stainless Steel Wheel Cover a real profit maker. Its beautiful appearance, durability and low price will appeal to your customers. LYON Wheel Covers are easy to stock, easy to display, easy to sell and quick to install. Order your stock today!



EASY TO DISPLAY!

Insert the LYON WHEEL COVER in any 15" tire on your regular tire display stand.

LYON
INCORPORATED

13881 WEST CHICAGO BOULEVARD • DETROIT 28, MICHIGAN



ACCESSIBILITY

You can reach
 more parts
 more easily
 with a GLOBE
Frame-Kontact* HOIST!

Only a Globe *Frame-Kontact* Hoist leaves that unobstructed aisle lengthwise of the car! Mechanics have easy access to *all* undercar parts—with plenty of elbow room for making fast work of the toughest jobs.

What's more, there's no wheelbase problem: cars are "spotted" merely by driving into front-wheel wells. Wheels hang free for easy servicing, and spring suspensions are relaxed for thorough lubrication. Floor area is neat and clear; available for easy cross-travel or car storage. See your Globe Hoist jobber now, or write for valuable illustrated Catalog SA-418.

* Trademark—Patented, U.S. and abroad.

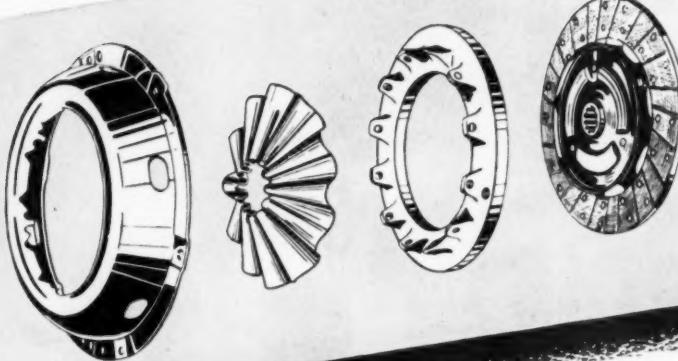


GLOBE HOIST COMPANY, 1000 E. Mermaid Lane, Phila. 18, Pa.
 (Factories at Des Moines, Iowa and Philadelphia, Pa.)

BUICK

FACTORY-ENGINEERED

clutch parts fit Buicks best



3 3 3
3 3 3

HIGHEST QUALITY—same as original factory equipment. Individually matched and balanced for smooth operation, lack of vibration.

SAVE YOUR TIME—they fit right, go in place easily. And they're fully guaranteed. You are protected

against customer complaints.

WHOLESALE PRICE—independent repair shops get a good profit margin. Buy all Buick parts from your local Buick dealer—where you can get friendly, reliable service information, too, if you wish.

ENGINEER APPROVED ACCESSORIES

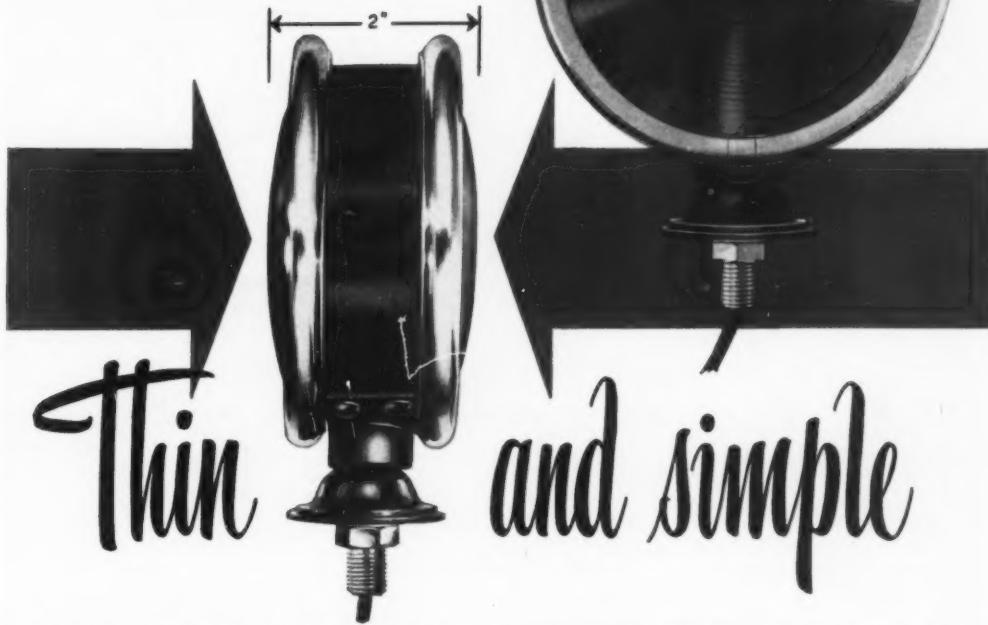


FACTORY ENGINEERED PARTS

**BETTER
WORK
WITH**

SEE YOUR BUICK DEALER

Two-Faced



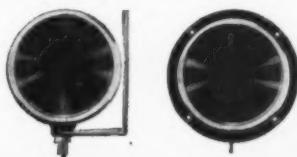
Revolutionary New Class A Directional Signal
Here's the biggest development since directional signals—Griffin's new Class A, Type 1, double-faced model. The new optically-perfect lenses throw an amber signal forward and red signal to the rear, with one bulb and a single set of wires.

It's a much thinner lamp, too—barely two inches deep—because the vastly improved Stimsonite-Lucite lens *requires no reflector*. Color is stable, and the lens is photometrically accurate. All-steel black en-

ameled housing with gleaming stainless steel trim rings, make it sturdy, dependable and smart.

The 550 Series Signal is extremely lightweight, simple to install, double-faced for front fender mounting. Kit includes lamps, fuse assembly, current interrupter, necessary wire and, *self-cancelling switch*.

The 550 Series is available now, at modest price, through your Griffin jobber. See this newest development from today's new leader in lamps.



Single-Face and Flush Mounting Also Available

Single-face lamp with L-bracket available for rear mounting; also full flush-mount installation; both with the new Stimsonite-Lucite lens.





Your Lincoln Equipped Lubrication Department Has Increased Our Service and Accessory Sales by 15%*

Increase
Your Repair Business and Service-
Accessory Volume With a

Lincoln Sty!l Engineered LUBRICATION DEPARTMENT

12
Quality Inspections That Build
Service Sales and Profits with Every
Lubrication Job You Do

- 1. Check the Fan Belt
- 2. Look at the Air Cleaner
- 3. Check the Oil Filter
- 4. Look at the Spark Plugs
- 5. Look at the Battery and Cables
- 6. Check Radiator Hoses
- 7. Check Radiator Fins
- 8. Check the Muffler and Tail Pipe
- 9. Try the Windshield Wipers

- 10. Indicator Lights, Starter and
Exterior Lights
- 11. Check the Wheelchair Rider and
Handicap Predictor
- 12. Look at all four Tires
- 13. Replace lost or damaged garage
wrenches with LINCOLN
BUILDERS wrenches... the
members strong with LINCOLN
Build... parts don't
grind out.



Write for Your Copy...
of Lincoln's New
Lubrication Department
Sales Book, Catalog 695.
It has 10
convenience plus and
select the right
lubricating equipment
for maximum sales and
profits. Illustrates 20
of the most popular
models.

• • • PIONEER BUILDERS
ST. LOUIS
LUBRICATING EQUIPMENT • • •

LINCOLN ENGINEERING COMPANY

Anthony Joseph
Moeh-Bishop Super Service
Detroit, Michigan



"My Lincoln Wall Battery and Overhead Room are exceptionally efficient and effective. They enable us to do the type of lubrication work that keeps our customers back. This repeat business helps us to sell our other services and accessories, such as mufflers, batteries, tires, fan belts, etc."

We estimate that an extra 15% of service and accessory business is brought in through satisfied customer contact through the use of our Lincoln Lubrication Equipment.

We would sincerely recommend Lincoln Builders to anyone contemplating the purchase of new lubrication equipment."

Anthony Joseph
Moeh-Bishop Super Service
Detroit, Michigan



Call Your Authorized
Lincoln Lubrication Equipment
Agent or Distributor for Free
Local Service or for Test Sales

YOUR FUTURE

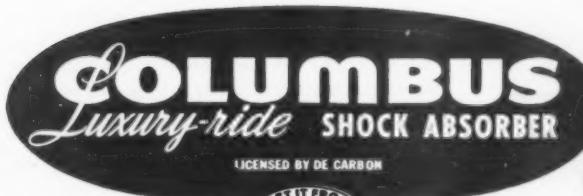
in the Shock Absorber
replacement market
HAS TREMENDOUS POSSIBILITIES



★ More than 20 million passenger cars now on the road are equipped with direct acting shock absorbers.

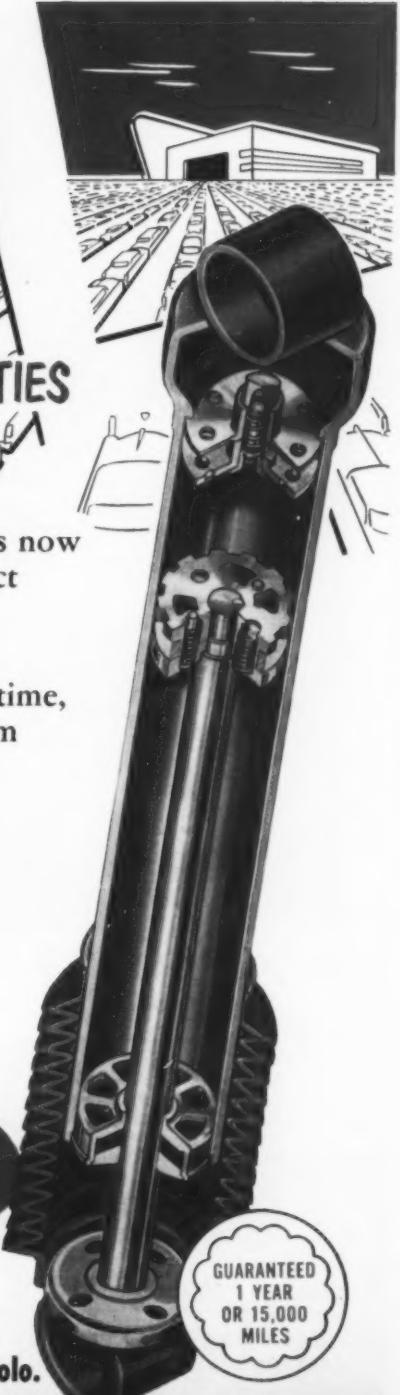
★ These 80 million shocks cannot be repaired. They must be replaced, in time, as a profitable *package unit* of seldom less than a pair, usually a complete set of four.

★ Line up now with COLUMBUS—
"The Best Shock Absorber in the World". The ONLY shock absorber normally being used as an immediate replacement on brand new cars!

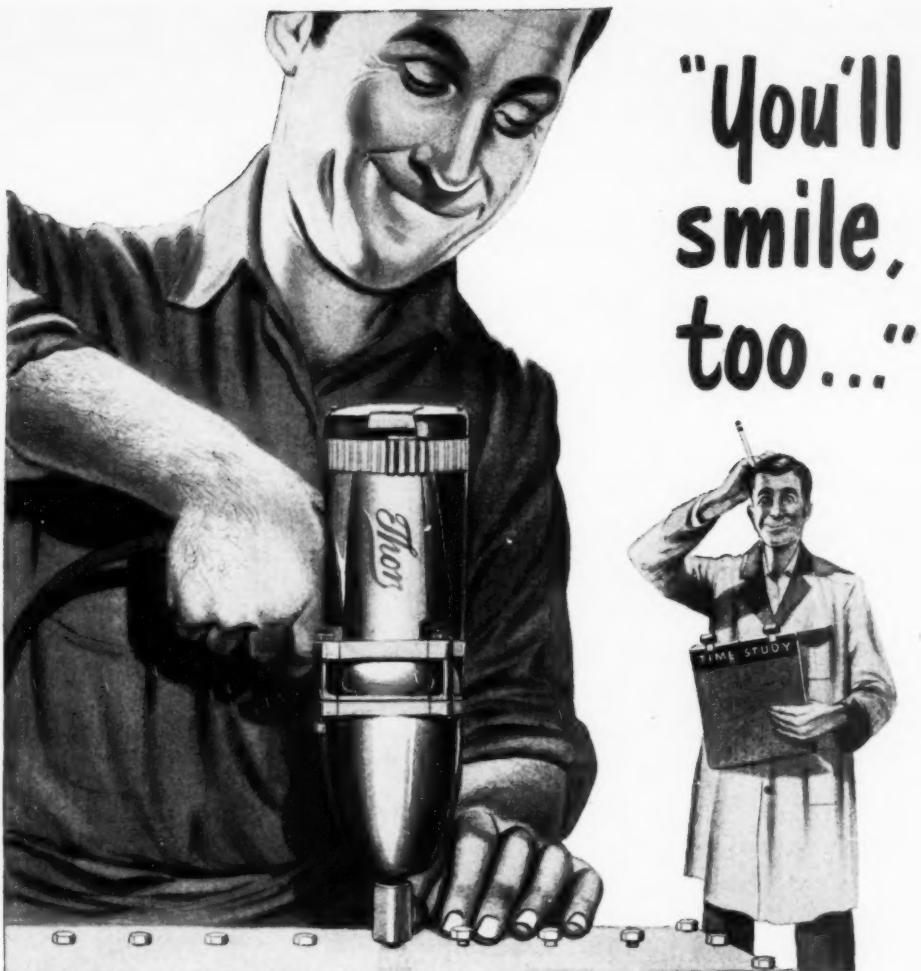


Manufactured by

HECKETHORN MFG. & SUPPLY CO., Littleton, Colo.



GUARANTEED
1 YEAR
OR 15,000
MILES



"You'll
smile,
too..."



...when you cut your production time and costs from 20 to 50 percent with Thor's powerful electric impact wrench. Spins nuts and bolts snug...hammers them TIGHT in split seconds. By far the most powerful tools built—yet the lightweight, torque eliminating favorites of every operator. $\frac{3}{8}$ " and $\frac{1}{2}$ " capacities. Call your Thor distributor for a demonstration, or write for free catalog. Independent Pneumatic Tool Co., Aurora, Ill.

DRILLS • IMPACT WRENCHES • SCREWDRIVERS • TAPPERS
NUT SETTERS • GRINDERS • SANDERS • BENCH GRINDERS
POLISHERS • SAWS • HAMMERS • NIBBLERS
BALANCERS • BELT SANDERS • VALVE SHOPS • ACCESSORIES

FACTORY SERVICE BRANCHES IN 20 PRINCIPAL CITIES



Do You Sell Cartridges on FACT or Fancy?



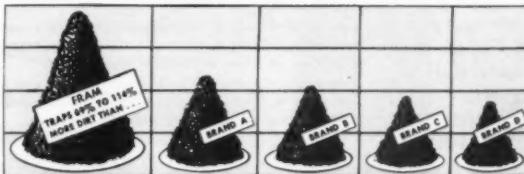
**Don't stake your
reputation on fancy
claims — sell the
cartridge that
offers you proof
of superiority!**

THERE are plenty of claims going around in the filter industry... but there's only one filter manufacturer who offers you *positive proof of superiority*... **FRAM FILTERS BEST** by actual test! (See chart.)

Your customers read this proof, too... in *Saturday Evening Post*, *Collier's*, *Life* and other big national magazines. Your reputation—and your business—depend on the quality of merchandise you offer. Make sure you sell your customers FRAM Filters and Cartridges... they're the best that money can buy!

Here is PROOF by actual test

FRAM FILTERS BEST



This chart shows the results of impartial laboratory tests, conducted under strictly controlled conditions, showing that Fram Cartridges trap from 69% to 114% more dirt than any other cartridges tested! Here is absolute proof that Fram is the best, the fastest selling, the most profitable line for you to handle... because Fram gets oil cleaner, cleans it *faster*, keeps it clean *longer* than ordinary cartridges!

Send for Free Copy of FILTER FACTS



Here's a booklet that has turned the filter industry topsy-turvy... the first *complete* story of oil filtration to be told to the trade! Send for your copy today, and learn the *actual facts* about the filters you sell!

FRAM CORPORATION, Providence 16, R.I. In Canada: J. C. Adams Co., Ltd., Toronto, Ont.

FRAM

OIL • AIR • FUEL • WATER

FILTERS

the Jack designed with the mechanic in mind



HEIN-WERNER Model "WS" Hydraulic Service Jack



THIS powerful, ruggedly built service jack is remarkably easy to use. Large swivel wheels and easy-to-spot white swivel saddle permit easy positioning under load. You'll find it ideal, too, for taking on out-of-the-shop emergency calls since it weighs but 82 lbs. with handle detached.

Don't be a one-jack shop . . . speed up production by using additional HEIN-WERNER MODEL "WS" SERVICE JACKS.

The Hein-Werner line of hydraulic jacks is COMPLETE! It includes Under-Axle Jacks of 3, 5, 8, 12, 20, 30, 50 and 100 tons capacity . . . "Bumper-Lift" Hydraulic Jacks for passenger cars . . . "Swift Lift" and Service Jacks for shop use.

Get all the facts from your H-W jobber or write us.

- Model "WS" has a load capacity of 1½ tons and a lifting range from 4" to 20".
- Side members are of structural steel.
- Hydraulic pumping unit is constructed of solid steel bar.
- Famous Heinlite piston withstands 10 times the wear of conventional cups or packings.



HEIN-WERNER CORPORATION • WAUKESHA • WIS.

THESE 2 NEW

Pathfinder

SEALED BEAM *Beauties*

are the hottest money makers
in the emergency light field!

ALL-PURPOSE

PORTA-LITE

puts the "SEE" in emergency!

As necessary as spare tire, this handy portable unit gives instant, powerful illumination whenever and wherever needed. Ideal utility light for motorists, truckers and fleet operators—throws light up to 500 feet. Flexible 10 or 25-foot cord reaches inside or outside of car. Comfortable hand grip doubles as adjustable rest, directs light at any angle, leaves hands free. Plugs into Cigar Lighter. Extra "convenience" socket furnished for vehicles without Lighter. Complete with hanging bracket.



- Requires no installation
- Plugs into any car
- anywhere
- Stands by itself or hangs
- Projects beam in any direction
- Lightweight — compact — sturdy
- Stores in trunk or
- glove compartment
- Smart metallic blue
- beaded enamel finish



FLASH-A-SIGNAL

portable RED FLASHER emergency light

Its extra protection prevents tragic accidents in street or highway emergencies. Wide 5-inch red lens flashes warning. Extra long, 25-foot cord swings around trailer-trucks, permits ample safety-zone placement. Same hand-grip features as PORTA-LITE. Bracket permits hanging in trunk or under dash of car, in tool compartment or cab of truck. Complete with "convenience" socket.



ORDER FROM YOUR JOBBER TODAY!

AUTO LAMP MFG. CO.

2909 INDIANA AVENUE • CHICAGO 16



America's
leading franchise

America's
leading dealers

... because, among other reasons,
**Chevrolet owners represent the industry's largest
market for parts, accessories and service.**



CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN



WHO SAID I CAN'T?



NOTE TO MECHANICS: Here are the good Hand Tools of your trade. From slim, powerful Sockets and dependable Flat Wrenches to the ingenious, time-saving, special Tools for automotive work, you'll find New Britain has everything you demand — practical utility plus solid quality. Ask your Jabber to show you this money-making Set No. 6050.



Where in the world, save in America, could this challenge become a familiar part of the language? These four simple words express our spirit of independence, the dignity of the individual, and the self-confidence of free men. Abroad, where "5 Year Plans" and "Collective Systems" control the individual rigidly, "Who Said I Can't?" would be a quick ticket to the salt mines!

Analyze that big statement in four little words a bit. Think of "Who Said I Can't?" in terms of a man's relationship with his boss . . . his neighbor . . . or, in your own day-to-day problems of meeting and overcoming obstacles — handling your job — accomplishing things.

In boom times or bad in this *free* country, real mechanics working with good Hand Tools stand up and challenge with an emphatic "Who Said I Can't?" It's American, brother, and it's still very much yours . . . don't let anyone take that birthright away from you. Let's keep our American system — and work to make it better.

New Britain

HAND TOOLS

GREATER STRENGTH • BETTER FIT
THE NEW BRITAIN MACHINE CO. • NEW BRITAIN, CONN.

Here are **5** reasons why

1

**SENSATIONAL NEW KIND OF ADVERTISING WILL
BRING CUSTOMERS DIRECTLY TO YOUR DOOR!**

**Get Extra Sales and Profits from
Western Union Operator 25 . . . It's easy!**

Today, more than ever before, car owners need and want an accurate battery charge and condition test. AAA reports more than 10 million car breakdowns in 1951 were caused by battery failure. And now Willard Dealers can provide a quick, accurate test that car owners can understand. Over 73 million sales messages in Willard national advertising will feature this battery charge and condition test in a big way. And every single message will urge car owners to locate their Willard Dealer by Calling Western Union and asking for Operator 25.

PUT WESTERN UNION OPERATOR 25 TO WORK FOR YOU!

Willard Foots the Bill . . . Costs You Nothing

- Use this great new Willard service to help you sell more batteries and other under-the-hood products and services. Contact your Willard Distributor right now . . . delay can cost you extra profits. If you don't know your Willard Distributor, fill out coupon on right-hand page and mail it *today*.



Willard

you can make more money selling **Willard!**

2

It's easier to sell Willard because more car owners prefer Willard than any other battery!

3

Year after year, Willard has supplied batteries to more manufacturers for original equipment than any other battery maker... and will again in 1952!

4

In the complete Willard line you have a battery for everyone — retail prices start at \$16.65.

5

50 years and 100 million batteries have proved Willard the world's most dependable battery.

Mail Coupon Below

or write back on these the other
big reasons why you can make more
money selling Willard.

Send me

FACTS FOR WHOLESALEERS

Willard Storage Battery Co., Dept. F-7
1220 Heron Road, Cleveland 15, Ohio

Yes, I would like all of the reasons why I can make
more money as a wholesaler for Willard Batteries, in-
cluding profit opportunity figures specifically covering
my own particular territory.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Send me

FACTS FOR DEALERS

Willard Storage Battery Co., Dept. F-7
1220 Heron Road, Cleveland 15, Ohio

Yes, I would like all of the reasons why I can make
more money selling Willard Batteries.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

TOP
PERFORMANCE
ON THE JOB

- CORRECT ADHESION • FLEXIBILITY
- NO CURL-BACK • EXTRA THIN
- PROPER STRENGTH • APPLIES TO ALL SURFACES
- USED DURING WET SANDING



DUTCH
BRAND

Masking Tape

made with auto-repaint requirements in mind

... here is a tape that has the many desirable qualities wanted by paintshop and repair men. It is a dependable tape that stays on the job and is easy to use. It is available in standard length rolls and in all standard widths . . . starting with $\frac{1}{4}$ inch. Many shops have made DUTCH BRAND their brand . . . The next time you order specify it by trade name and experience by application what is meant when we say it has all good qualities rolled into one.

Available at your jobbers



VAN CLEEF BROS. INC.

Manufacturers of Rubber Products

DIVISION OF Johns Manville

7800 WOODLAWN AVE. • CHICAGO 19, ILLINOIS

Bendix SOUTH BEND

PRODUCTS DIVISION

INDIANA

Announces
the Appointment of

Carolina Rim and Wheel Co.

CHARLOTTE, NORTH CAROLINA

as Exclusive **Bendix** Distributor
in North and South Carolina

These facilities are now stocked with a complete line of Bendix* Vacuum Power Brake equipment, Stromberg* Carburetors, Bendix Metalclene.

*Reg. U.S. Pat. Off.



Hydrovac* Power
Brake - Trailer
Power Braking
Systems



Replacement Carburetors
Repair Kits—Parts



Cold Immersion
Parts Cleaner that
saves time and money

Get your

PLYMOUTH

Automotive Service Guide

First CHEVROLET
Then FORD
Now PLYMOUTH

JUST OFF THE PRESS!

IMPACTOOL

Automotive
Service
Guide

PLYMOUTH

FOR

NOW!

HERE'S PROOF!

...gathered in hundreds of service shops all over the country. This latest "Automotive Service Guide" gives you actual time studies on essential Plymouth service jobs.

YOU'LL WANT THESE FACTS

...compiled with the cooperation of automotive men for over a solid year! In every case reported, the mechanics first performed the service operation and other jobs with standard hand tools. Then they did the same jobs with an easy-to-use Impactool. The actual savings in hours and minutes are set down in this book.

USE THIS PRACTICAL GUIDE

...in several ways. Compare hand tool and Impactool time by checking your own service jobs. Fill out the handy "Pay-Off Profit Chart" the guide contains. Find out—in advance—how much money you can save in your service shop every day—or how much extra money flat-rate mechanics can earn. Note how easily additional jobs are handled without shop expansion or extra manpower. See how Impactools "pay for themselves" in less than 30 days!

It's

the most talked-about tool
in service shops today

Ingersoll-Rand
11 BROADWAY, NEW YORK 4, N. Y. 707-10
The only complete line of AIR and ELECTRIC

SHOWS HOW

to increase customer-labor
sales 25%.
flat rate mechanics
earn \$10 to \$20
more per week.

**Renew Piston Rings and Con Rod
inserts 27% FASTER!**
Grind Valves 16% FASTER!
**Renew Rear Springs
38% FASTER!**
**Renew Ring Gear and
Pinion 30% FASTER!**



Any service shop will increase its output and earnings with this all-around tool! Hundreds of powerful rotary impacts do all the work while mechanics just hold it in place! No kick or twist on toughest jobs . . . and motor can't stall or burn out! The Impactool uses standard attachments to perform the many operations it handles with ease. Get full details and your "Automotive Service Guides" from your Ingersoll-Rand Jobber. If you don't know who he is, clip and mail the coupon below.

Ingersoll-Rand

**AIR and ELECTRIC
IMPACTOOLS**

**Capacities up to
1½" bolt size**

*Clip and
Mail... Now!*

INGERSOLL-RAND
Advertising Division, Dep't, ASG
Phillipsburg, N. J.

Please have your closest Impactool Jobber deliver copies of the "Automotive Service Guides" checked, without cost to us:

- Automotive Service Guide for CHEVROLET**
- Automotive Service Guide for FORD**
- Automotive Service Guide for PLYMOUTH**



Name _____
Company _____
Address _____
City _____ Zone _____ State _____

Impactools

Precision-built...they're **Dependable!**

BOWER

quality

TAPERED AND STRAIGHT ROLLER BEARINGS

Tapered and straight roller bearings for widest replacement coverage. Precision manufacture and exclusive design refinements mean simple installation, long service life. Available through Federal-Mogul—the name you know in bearing service!

Ask Your Federal-Mogul Jobber!

FEDERAL-MOGUL
SERVICE

(Division of Federal-Mogul Corp.)

Detroit 13, Michigan

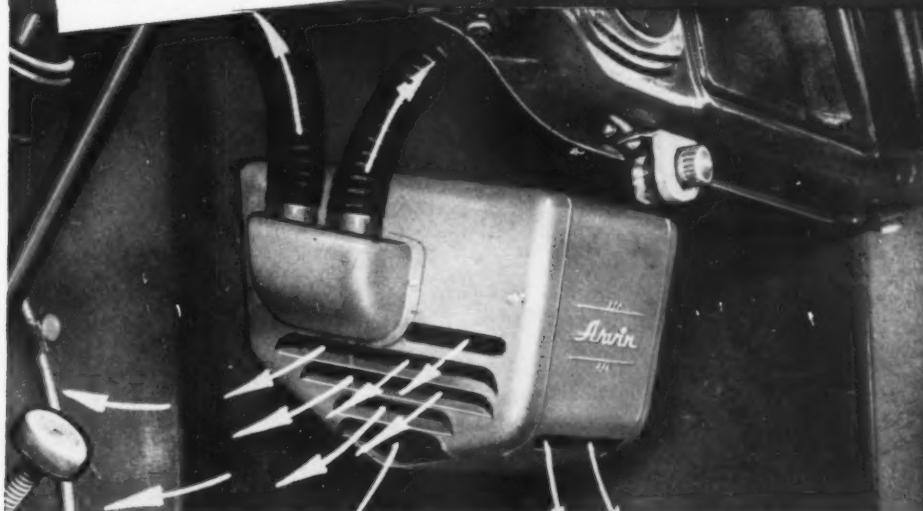
accuracy



What could be sweeter
for sales?

• The world's finest car heaters
SAVE \$10 TO \$35 FOR EVERY CUSTOMER

America's No. 1 Car Heaters



MODEL 200: Best hot water recirculating heater at any price.
Fits 'most anything that rolls — cars and trucks

No other car heater comes close to it in compact efficiency, ease of installation, and **LOW PRICE!** King-size radiator core has 2800 square inches of heat-radiating surface. Powerful 7 inch, 8 blade fan, with variable speed switch, moves up to 150 cubic feet of air per minute.

It recirculates ALL the air in a large car or a truck cab every 2 minutes. And looks at the space this heater DOESN'T take! Newest functional design prunes down every corner and angle to fit the Arvin Model 200 into small spaces. Fast, easy installation in either cars or trucks.

ARVIN INDUSTRIES, INC., COLUMBUS, INDIANA
(Formerly Noblitt-Sparks Industries, Inc.)

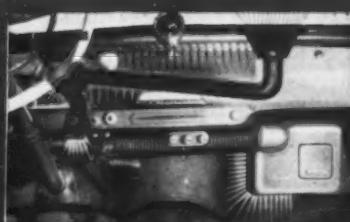
See your ARVIN distributor • NATIONAL ADVERTISING pre-sells your customers

**LIST PRICE
ONLY**

\$25.75

Defrosters \$3.20 to
\$4.80 extra
liberal dealer discount!

Best Known Name in Car Heaters



NEW!! WEAVER

3-WAY ALIGNMENT GAUGE

QUICK AND SECURE

Gauges quickly and securely held in position by unique spindle nut clamp.

All readings taken directly from wheel bearing face, thus assuring accuracy.

KINGPIN INCLINATION AND CASTER CHECK IN ONE OPERATION

(Camber Reading Automatic)

Instantaneous kingpin inclination readings uncover bent spindles and prevent unsatisfactory alignment jobs as well as adding materially to wheel alignment department revenue.

The kingpin inclination angle in combination with camber angle provides a definite WHEEL LEVER ARM as designed by the vehicle manufacturer, thus contributing to a great degree to present day easy, shock free steering.

ALIGNMENT CORRECTIONS MADE EASIER AND FASTER

Gauges remain in normal operating position to provide a fast, accurate means for micromatic and simultaneous adjustment of camber and caster either by built in vehicle adjustment or by correction tools. ASK YOUR JOBBER TODAY TO SEE THE NEW WEAVER "WJ-55 GAUGE." NOW IN PRODUCTION

WEAVER

WEAVER MANUFACTURING CO., SPRINGFIELD, ILL., U.S.A.

SERVICE SHOP EQUIPMENT

Complete Weaver line includes—Twin Post Lifts.. Unit Lifts.. Wheel Alignment Equipment.. Headlight Testers.. Brake Testers.. Wheel Balancing Equipment.. Jacks.. Dollys.. and Air Compressors.

"Meet my Salesman that works for free!"



**Since I hung this sign outside my garage
I've really upped my Ford Service Business**

It's famous to Ford Owners. The Genuine Ford Parts oval is a high-pressure "salesman" to Ford-owning folks. They drive in for repairs where they see it, because they know that garage owners who use the right parts for their Fords will take the trouble to treat their Fords right!

It's getting even more famous. Exciting monthly ads in Life Magazine and other publications will *sell* more and more Ford owners on the advantages of looking for the Genuine Ford Parts oval!

And it's easy to get! Just send in the coupon, below, for full details. The Genuine Ford Parts sign is easy to get and costs you nothing.

MAIL THIS COUPON NOW!

PARTS AND ACCESSORIES SALES DEPARTMENT

Ford Division, Ford Motor Company, Box 658, Dearborn, Mich.

Please send me complete information telling me how independent garages can get a Genuine Ford Parts sign. I'd like to cash in on this, too!

NAME _____

ADDRESS _____

CITY _____ STATE _____

Here's the lining
you'd put on
your own car!



WAGNER CoMaX BRAKE LINING

is unsurpassed for quick, safe, smooth stops

You won't find a kick in a truck load. Wagner CoMaX Brake Lining incorporates *all* the good qualities a lining should have for dependable performance. It does not compress or swell, and brakes remain adjusted over long operating periods. It is long wearing, and won't score drums.

The uniform texture of CoMaX assures the same type of brake surface always being exposed to the drum. Grips silently.

Available on shoes, either bonded or riveted, or drilled sets, rolls, blocks or cut segments. The line is so complete that it includes the right lining for every type of car, truck or bus. For details, see your Wagner jobber, or write us for Catalog AU-500.

You can depend upon **WAGNER QUALITY** because Wagner products are used as original equipment by automobile, truck and trailer manufacturers.

Wagner Electric Corporation

6362 PLYMOUTH AVE., ST. LOUIS 14, MO.

(Branches in principal cities in U. S. and in Canada)



The 3R's for better brakes...

REFILL with Wagner Lockheed Brake Fluid

REPLACE with Wagner Lockheed Brake Parts

RELINE with Wagner Co-Ma-X Linings



032-10

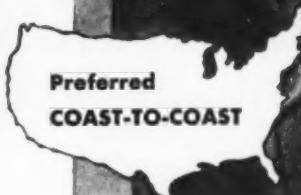
Wagner

*...the best known
name in brake service*



RECOMMENDED with Pride

Not Just Rebuilt
Not Just Repaired
REMANUFACTURED



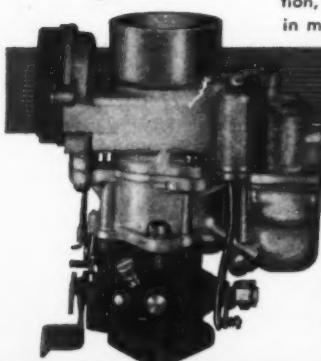
Ride-O-Matic

REMANUFACTURED
SHOCK ABSORBERS

For your customers—"new" shock performance at great savings in cost. All models. Front Knee Action, Rear Knee Action, Dubonnet, Ford. Warehouses in major cities keep your favorite jobber supplied.



POWER O MATIC



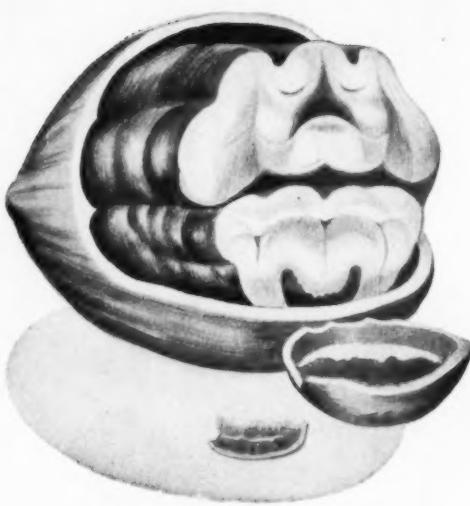
CARBURETORS AND DISTRIBUTORS

CARBURETORS . . . For every car. Engine-tested with "Live" motors under every driving condition. Unconditionally guaranteed.

FORD DISTRIBUTORS . . . Remanufactured to original factory specifications. Stroboscope testing assures perfect timing. Attractively packaged, fully guaranteed.

S. A. SHENK & CO.

Columbus 7, Ohio

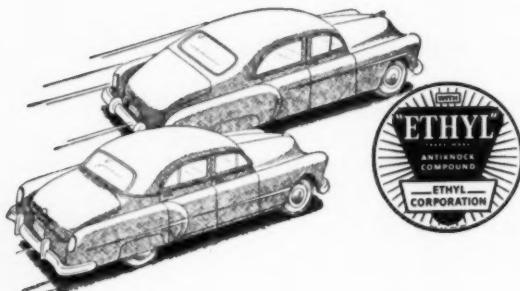


There's a big difference between a

peke... and a ... pecan

—and there is a powerful difference, too,
between performance and "ETHYL" performance!

TRADE-MARK



Yes, there's a powerful difference between the performance of an engine using just gasoline and one using "Ethyl" gasoline. When you set the timing to take full advantage of "Ethyl" gasoline's higher antiknock quality, your customer gets "Ethyl" performance—more power, quicker starting, more mileage. And you get happier, more satisfied customers.

ETHYL CORPORATION, New York 17, New York

Other products sold under the "Ethyl" trade-mark: salt cake...ethylene dichloride...sodium (metallic)...chlorine (liquid)...oil soluble dye...benzene hexachloride (technical)

**YOUR AVERAGE SALE IS \$7^{15*}
PER CAR
WHEN YOU FEATURE...**

Flare *Liqui-matic*



Service for

**HYDRA-MATIC • DYNAFLOW
POWERGLIDE • ULTRAMATIC
FORD-O-MATIC • MERC-O-MATIC
AUTOMATIC
TRANSMISSIONS**

and it's as simple as an oil change

More than 4,000,000 General Motors and other make cars are already equipped with automatic transmissions and the number is ever growing! These units require a refill every 10,000 to 25,000 miles. The Service Manual which the Bell Company offers, fully explains how to service and refill these transmissions. Any garage or service station with a grease rack can render this service. FLARE LIQUI-MATIC FLUID was developed in 1945 by the

Bell Company and has performed perfectly in the automatic transmissions of thousands of General Motors and other make cars. Your local jobber has FLARE LIQUI-MATIC FLUID available in convenient sizes. Contact him today.

**THE BELL COMPANY, Inc.
407 N. Wolcott Ave., Chicago 22, Ill.**

*Flare Liqui-Matic Fluid retails for 65¢ a quart. The average car uses 11 quarts, which makes a total sale of \$7.15. In addition, many dealers make a charge for service. Your opportunity for greater profits.



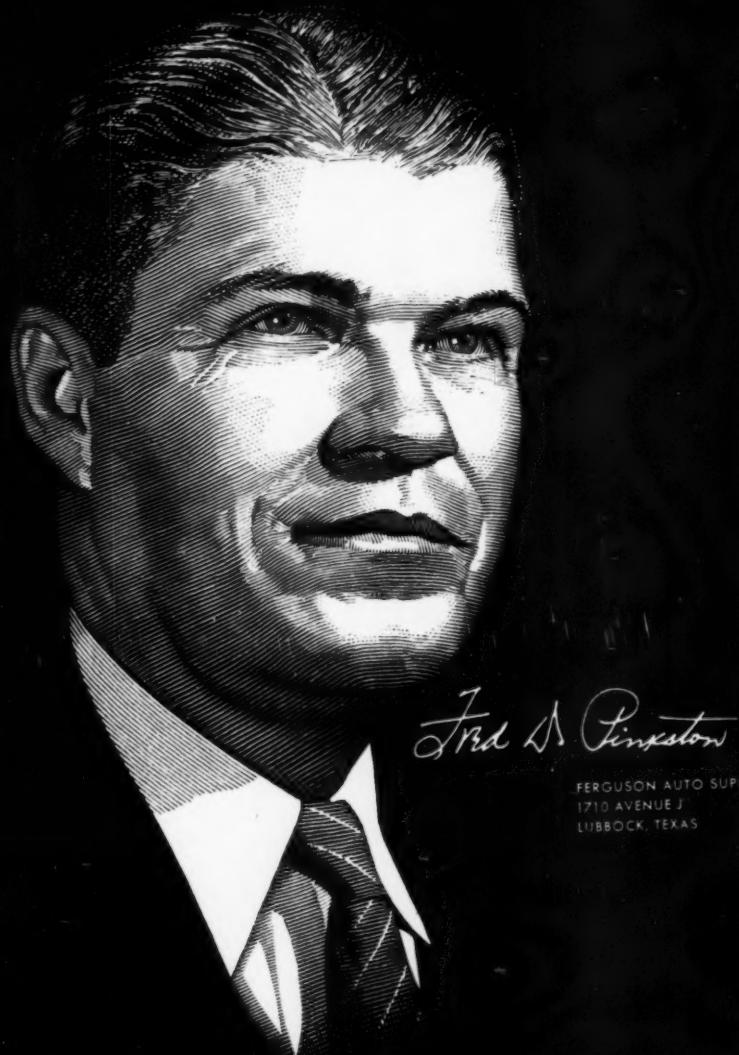
THE BELL COMPANY, INC.
407 N. WOLCOTT AVE., CHICAGO 22, ILL.

Please send me immediately a free copy of your Service Manual on Automatic Transmissions.

NAME (Please print)

ADDRESS

CITY ZONE STATE



Fred S. Pinkston

PRESIDENT
FERGUSON AUTO SUPPLY CO. INC.
1710 AVENUE J
LUBBOCK, TEXAS

G. Schlesinger

"'GIVE ME the Sta-ful Battery I saw advertised.' That's the kind of remarks our Auto-Lite Battery dealers are reporting to us," says Fred D. Pinkston.

"And why not? Auto-Lite Battery backs their huge original equipment replacement market with television, radio,

national magazines, farm magazines, and exclusive 'Operator 25' Service—all to help our dealers sell more batteries and make more money.

"I'll handle Auto-Lite Batteries over other brands when my organization gets help like that."



AUTO-LITE BATTERIES





There are no bargains in BEARINGS!

You risk early bearing failure and customer dissatisfaction every time you take a chance on a bearing priced a bit lower than the original equipment supplier's *quality* product. Yes, "bargain" bearings can be mighty costly!

So remember this: BCA is one of the major manufacturers specializing in automotive ball bearings. This specialization is your assurance

of precision-made bearings that meet the requirements of a specialized industry. BCA engineering and production facilities are aimed to make automotive power safe and trouble-free.

The name BCA is your assurance of bearings engineered to fit specific automotive applications.



BEARINGS COMPANY OF AMERICA
LANCASTER • PENNSYLVANIA



MAKERS OF A COMPLETE LINE OF BALL BEARINGS FOR ALL MAKES OF CARS, TRUCKS, BUSES, AND TRACTORS

modern brakes
need
heavy duty
fluid
for
safe stops



High speeds, heavy traffic and modern transmissions put *heavy loads* on passenger car brake systems... resulting in much higher brake temperatures. Today, safe driving demands the greater protection of *heavy duty* brake fluid and the majority of automotive engineers now recommend it.

Thermoid Heavy Duty Brake Fluid is most dependable and meets or exceeds rigid SAE specifications. It will not "boil off" or become vapor-bound in the hottest weather. It will not become stiff and sluggish in extreme cold. Thermoid HD Fluid operates dependably from 60° below zero to 300° above. It will not swell rubber cups. It contains a higher percentage of lubricant and is fortified with corrosion inhibitors to protect metal parts. Mixes with all recognized quality fluids.

So, be safe... be sure... always recommend and sell Thermoid Heavy Duty Brake Fluid for passenger cars and trucks.

Thermoid

Thermoid Company • Trenton, New Jersey

the standard of precision
processing in brake lining,
brake blocks, hydraulic fluid,
cylinder assemblies, hydraulic
brake parts.

THESE **TURBO-BLAST**
WASHING MACHINES
are doing the toughest clean-
ing jobs for hundreds of
Automotive Shops and Motor
Rebuilders...

MODEL 42
For motor blocks
and large parts.



MODEL 236
For complete motor
rebuilders, diesel
and industrial
machines.



STORM-VULCAN
PRESENTS TWO NEW TURBO-BLAST
WASHING MACHINES
THE JR 20 AND JR 30

For Garages • Dealer Service Departments
Fleet Maintenance Shops • and all other
establishments where parts cleaning is a
problem...

Equipped with same type agitator as
larger models. Proved through years
of use and on the toughest clean-
ing problem.



STORM-VULCAN
INCORPORATED
2225 Burbank St. Dallas 19, Texas

Please send washing machine information.

Name _____

Address _____

Your jobber _____



1. Safety Fusible Link. 2. Clean Solution Tank. 3. Filter. 4. Solution Settling Tank. 5. Power-Rinse Gun. 6. Cleaning Compartment and Basket. 7. Impeller.

Look at these special features

SAFETY—An automatic safety device closes the lid instantly in the event of fire in volatile mixtures. Flame is smothered.

ECONOMY—(1) Physical force of solution reduces compound costs. (2) Filtering of solution every 6 minutes of operation means longer solution life for extreme economy.

PORATABILITY—Moves right up to the job. Rolls easily on rubber-tired casters.

POWERFUL—Agitator is powered with $1/3$ H.P. motor. No air is used for agitation.

EFFICIENT—Performs practically all cleaning work normally done by mechanic with brush.

ATTENTION REPAIR AND MAINTENANCE SHOPS

End your cleaning worries now... get the complete story of Turbo-Blast Junior models from your jobber or write for information.

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 32

JULY, 1952

No. 7

Contents

Operating Costs Cut 25%	59
"New Look" Attracts Trade	62
Expanding the "Regular" List	64
Organized Plan for Selling Trucks	66
Aluminum Radiators Now on the Way?	67
They Offer "Live" Building Plans	68
Dealer Problems Are Being Solved!	69
Maintenance of Leaf Springs	78
Valve Jobs	80
Tips for the "Metal Man"	84
Wiring Diagram for 1952 Nash	88
Wiring Diagram for 1952 Oldsmobile	90
Wiring Diagram for 1952 DeSoto S-17 Fire Dome	92

DEPARTMENTS

News Spotlight	57	Along Federal Row	98
News Briefs	70	Shop Talk	102
Southern Jobbers	74	Nutbuster Letter	106
Specifications	94, 96	New Products	131
Time Savers	146		

Vice-Pres., Editorial Director
T. W. McALLISTER

Business Manager
A. F. ROBERTS

Art. Bus. Mgr.
J. P. CASON

Production Manager
J. A. MOODY

Circulation Director
HEDFERN HOLLINS

Editor
WILLIAM C. HERBERT

Assistant Editor
M. M. WILCOX

Technical Editor
E. M. LOWERY

Southeastern Editor
BARON CREAGER
(1305 National City Bldg.,
Dallas, Texas)

Business Representatives

Chicago: E. A. McGINTY, 333 N. Mich. Blvd. Tel. Central 60964
Philadelphia: L. R. McCARTY, P. O. Box 171, Bryn Mawr, Pa.
Cleveland: W. G. SHERMAN, 2516 Gassner Blvd.,
Rocky River Sta. Tel. 1-0856

Los Angeles: L. B. CHAPPELL, 6390 Wilshire Blvd. Tel. Webster 3-9241
Gastonia, N. C.: W. C. RUTLAND, P. O. Box 102, Tel. 7095
Cohasset, Mass.: J. D. PARSONS, 185 Jerusalem Road, Tel. 4-0139

Member of Audit Bureau of Circulations
Member of National Business Publications, Inc.

ANNUAL SUBSCRIPTION—\$1.00

FOREIGN—\$10.00

Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY
Atlanta, Ga., and Philadelphia, Pa.

Editorial and Business Offices

806 Peachtree Street, N. E., Atlanta 5, Ga.

Publishers Also of

SOUTHERN POWER & INDUSTRY SOUTHERN BUILDING SUPPLIES
ELECTRICAL SOUTH TEXTILE INDUSTRIES SOUTHERN HARDWARE

W. J. ROOKES, President; RICHARD P. SMITH, Exec. Vice-President;
T. W. McALLISTER, First Vice-Pres.; E. W. O'BRIEN, Vice-Pres.;
A. E. C. SMITH, Vice-Pres.; O. A. SHARPLESS, Treasurer;
A. F. ROBERTS, Secretary; SERA J. JONES, Assistant
Secretary and Treasurer.

Copyright 1952, W. R. C. Smith Publishing Co., Atlanta, Ga.

Taps a market of
18,000,000
CARS!



Directional Signal Conversion Kits With self-cancelling switch

The fastest-selling type of car accessory today! Present lighting systems of over 18,000,000 cars, 1942-52, can be converted for use also as directional signals with this Sparton conversion kit. Complete with Sparton self-cancelling directional switch (No. SCS-1B). Ready to install. Necessary wires with terminals attached. No soldering or taping required. Connecting wires are colored for easy identification.



Rod—No. 651
Amber—No. 652



Rod—No. 6105
Amber—No. 6106



Rod—No. 664
Amber—No. 665



Model No. 650
—Rod and
Amber Lenses

New Sparton Directional Signal Lamps

Sparton Series 600 two-face directional signal lamp (right) has only 2" depth, one bulb! Light weight eliminates fender tearing. Single-face pedestal lamp, full-flush lamp and semiflush lamp available individually or in complete sets with self-cancelling switch.

Makers of Quality Automotive Equipment since 1900

Represented by:

HARVEY-MERRITHWELL, LTD.

Dallas, Texas

Terr: Ark., La., Okla., Tex.

JOHN T. JOHLY SALES CO.

Memphis, Miss.

Terr: Ala., Miss., Tenn.

A. I. "ANDY" ANDERSON

Salisbury, N.C.

Terr: N.C., S.C., southern Va.

WARREN KATE AND ASSOC.

Atlanta, Ga.

Terr: Fla., Ga.

Sparton
AUTOMOTIVE

Division of
THE SPARKS-WITHINGTON

JACKSON, MICHIGAN

late-model cars and trucks operate at

HIGHER
ENGINE
SPEEDS

HIGHER
COMPRESSIONS

HIGHER
COMBUSTION
TEMPERATURES

That's why they need

Sealed Power
Kromex

FULL-FLOW RING SETS

TOP COMPRESSION RING
HAS SOLID CHROME FACE
factory-lapped to a light-tight finish

MD-50 STEEL OIL RING
HAS CHROME-FACED SIDE RAILS

The only ring with the FULL-FLOW SPRING

Best for oil control even in

BADLY TAPERED

and

OUT-OF-ROUND BORES

All rings in Kromex Ring Sets are beveled or tapered
to thread-line contact for quick seating
and blow-by control.



SEALED POWER CORPORATION, MUSKEGON, MICHIGAN

Sealed Power Piston Rings

BEST IN NEW CARS! BEST IN OLD CARS!

SPOTLIGHTING the NEWS

Don't laugh at the cartoon on this page. Maybe you didn't think it was so funny anyhow. If you've been having very much to do with mechanics during the last year or two, you're likely one of those who wouldn't have laughed in the first place. Service managers know how hard it has been to get—and keep—reliable, trained personnel. Top management has become more aware of this condition in the last few months. Too many dealers have had their minds, as could be expected, on showroom activities and have left it up to Service Manager John Doe to handle the headaches in the shop.

Louisiana and North Carolina dealers this year at their conventions urged that some means be determined by which interested young men could be trained to do a real job in the shop. The car which renders good service—often decided by who services it—is the one which will stay sold and on which repeat sales often will be easier.

Houston is a spot in the South where something truly concrete and impressive is being done to meet this whole situation. Listen to Assistant Dean H. E. McCallick of the College of Technology, University of Houston: "It was with much interest that I read the article appearing in the March, 1952, issue of SOUTHERN AUTOMOTIVE JOURNAL entitled 'Get Behind Mechanic Training, All Trade Branches Are Urged.' Mr. Myrle E. St. Aubin (of General Motors) is on the right track when he emphasizes the need for greater encouragement of the schools by the automotive industry. The University of Houston started a mechanics' program in the automotive trades approximately ten years ago. Because of the excellent backing and cooperation given us by members of the local automotive industry and the ever-increasing demand for well-trained mechanics, the automotive trade school has grown until today we offer work in three fields: a 13½-month program in automotive body and paint, a nine-month program in automotive upholstery and trim and an 18-month program in auto mechanics. These programs are based on a 30-clock hour per week and are unique in that, to my knowledge, they are the only programs recognized for college credit. In other

words, if a student so desires he may apply his work in the automotive school toward a bachelor's degree. The school has one of the largest and best-equipped plants in this part of the country."

How's that? Sounds like an answer, in part at least, to the problem, doesn't it? The pages of this publication are being thrown open to give you next month a bigger idea of just how this program at the University of Houston has been effective.

Production of passenger cars and civilian trucks has been curtailed by the steel strike. Steel stockpiles dropped to a critical level well before the end of June. Factories exceeded by tens of thousands the 2,056,000 quota set for cars by NPA for the first six months of this year, and there were fair prospects that if labor difficulties don't bog down the assembly lines too deeply, then car production may approach 5,000,000 for this calendar year. That would be just about what factory sales chiefs have generally estimated as the market, provided dealers did a real selling job.



"I'm positive I've found your trouble, sir, but of course I could be wrong."

Garagemen and every one else interested in automotive repairing should consider this report from Tallahassee last month: About one-third of the motor vehicles operating on Florida highways have defective safety equipment, according to figures released by the State Highway Patrol. During the safety inspection spot checks from April 26 through June 6, 151,299 vehicles were examined. Defective safety equipment was found on 50,792. The inspections were not selective but a true cross-section check, according to the patrol's annual procedure. There's the market for you in one phase of the service and repair business; it's likely that the over-all percentage in other categories would run about the same, too. Are you checking the units which roll into your shop, making sure that you're doing your customer a favor by telling him of needed services he hasn't ordered? Do it and you'll be helping your cash register at the same time. What was found true in Florida must be assumed to be true generally elsewhere. Florida couldn't be that different!



White area on map shows territory served by Allied-Southland in 1935. Entire map represents present scope of Allied-Southland Service and shows the tremendous growth made by the company in 17 years.



FOR COMPLETE INFORMATION
ABOUT SOUTHLAND SERVICE
Write or Wire

ALLIED BATTERY CO.
2040 Amelia St. Dallas, Texas

JOIN NOW!

WITH THE
Fastest Growing
SALES ORGANIZATION
IN THE INDUSTRY!

Southland Service
Means **MORE PROFIT For You!**

More profit because Southland's "direct to your door" distribution is geared to your individual needs. With Southland's regularly scheduled deliveries, you buy only what you need and have a complete turn-over in your stock between calls.

More profit because the risk of your stock getting old is eliminated. *To your customers* this means assurance of factory-fresh, fully-charged batteries. *To you* this means increased customer satisfaction and greater volume through repeat sales.

Join the thousands who are making bigger battery profits with Southland Service.

Southland

Custom-built
for the South
BATTERIES

Operating Costs Cut 25%

EFFICIENCIES have been achieved that leave management just a little puzzled at Burkett Motors, the long-planned, new, Dodge-Plymouth dealership in Houston, Texas.

It used to be a struggle to turn out all the service jobs by 5 p. m. Then, last March 3, when the \$770,000 dealership was opened, innovations were introduced for handling the customer labor faster.

To preside in the glassed-in cubicle above the service floor, a man was picked for dispatcher at an unusually high salary for that bracket, and he was given uncommon authority over car jockeys, service salesmen and mechanics.

And instead of moving cars from stall to stall and from one department to another, the mechanics began moving from car to car and stall to stall, thus effecting a capital saving in time.

By Baron Creager
Southwestern Editor

Those and other innovations, and the fact that the Burkettts collected three separate operations and centralized them at one point, had reduced over-all operating costs more than 25 per cent per month—from approximately \$48,000 to \$37,000—in the first month of operation in the new plant of this dealership.

By moving the mechanics instead of the cars, and with other innovations worked out in their new building, they effected great savings in time and greatly increased operating efficiency.



Harry Burkett, Sr., is still highly active in the business, but Harry, Jr., functions as general manager, getting on the job at 7 a. m. Young Harry admits he has not yet been able to put his finger on all the explanations for efficiency and economy, but he knows what has happened.

"Yes, it used to be a problem to get every job out by 5 as promised," he says. "Now, by 1 o'clock in the afternoon, if you walk through the shop, the day's volume is so near done you must conclude we are not doing much service work.

"But we are, and the fact is we are handling our volume in much less time than we did before. Our shop runs from 75 to 120 repair orders a day with the normal maximum about 90. But under the new system, efficiency is so much greater that the shop looks empty early in the after-



The building appears to have two stories, but there is a windowless middle floor which contains a conference

room, offices and space for storage of parts and other items. The huge roof provides a broad parking space.

noon, we have discovered.

"Other dealers may dispute this, but my contention is that we are operating at only 50 per cent of our capacity.

"And mechanics are all earning \$90, \$100, \$110 a week—more than they earned before. Our work is good work. So efficiency has been realized beyond our expectations, even beyond our present understanding. As of now, of course, we have occupied the new plant less than 60 days. We knew we would save money in this operation, but we were also keenly interested in improved efficiency. Presently we expect to know precisely the ratio of contribution by these new pro-

cedures to efficiency in the shop."

In Burkett's opinion, functions assigned to the dispatcher, with the authority which few if any other dispatchers enjoy, account for much of the increased efficiency.

This dispatcher, Bill Whorley, was hand-picked for the job. From his post overlooking the service floor he is in constant touch with points on the floor by loudspeaker and pneumatic tube.

He commands car jockeys, service salesmen and mechanics and in early hours of the morning, when cars are rolling in, his job is suggestive of a ringside announcer reporting lively fistfights.

Main entrance door to the ser-

vice floor is 24 feet wide, permitting cars to advance three abreast, instead of backing up in narrow file into the street. As each car arrives it is designated by a red number, placed under the wiper blade. As long as the car remains in the shop it is known only by the shop number; and the number is red until all work on that car is complete, when the card is turned over to show a green, identical number.

As cars arrive and are numbered they are sent to stalls appropriate for the work ordered, until all stalls are filled. Then the surplus cars are jockeyed up the ramp to parking atop the building.

"Early in the morning," comments Harry, Jr., "you would think the dispatcher's job would make him a nervous wreck. But when he is making the loudspeakers crackle and spotting cars, he is just getting started. He is quite a salesman, too, and sells a vast amount of customer labor over the telephone.

"For illustration, let me explain the system in more detail.

A service salesman is not allowed to make a complete diagnosis on a car. What the service salesman does is write on the repair order just enough information to give the mechanic a lead. This encourages more critical work by the mechanic and also encourages mechanics to road-test cars.

"After the mechanic makes his diagnosis, he reports to the control tower, where the repair order is already on file. Let's say the mechanic has located the exact trouble and, in addition, has discovered that the car needs other

Harry Burkett, Jr. (left), and Harry, Sr., didn't overlook appearance in planning the building. The Parisian mural decorating the office of Harry, Sr., illustrates that efficiency wasn't the only consideration.



work. This he reports to the tower and Whorley calls the customer, explaining the situation and getting authorization to proceed."

Meanwhile mechanics, with exception of the front-end man, are moving among most of the 32 stalls. In all the conversation passing between control tower and mechanics, the latter are also designated and dealt with by number only, although various voices are so familiar now that numbers are seldom used. And two-way loudspeakers are so located that they pick up a mechanic's voice from 30 or more feet away if there is not too much shop noise.

Mechanics are all provided with rolling tool cabinets, containing hand tools. When a mechanic completes his work on a car he notifies the tower, is promptly assigned to another car and another mechanic, specialized in the type of work next called for, moves in with his rolling tool cabinet, or cart.

However, this does not result in heavy traffic of mechanics and tool cabinets moving about the shop floor. Mechanics seldom are moved across a wide aisle separating two rows of stalls. Rather, they move up and down the line, largely within the confines of a department.

"This system cuts internal costs in another manner," it is pointed out by Harry, Jr. "By reducing the number of times a car is moved within the shop, we have materially reduced the number of cases of



The space under the ramp to the roof contains two locker rooms and two storage rooms, plus the wash rack and front-end machine.

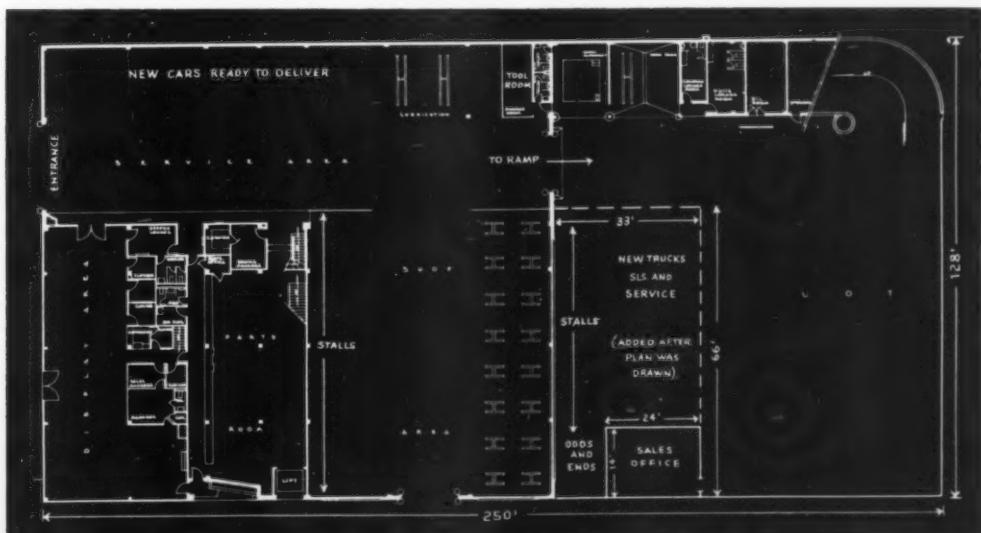
damage to a car for which the shop is responsible. This consisted mostly of scratches and dents in fenders, but it was a sizeable item of overhead."

Burkett Motors introduced another innovation—a tool room that is more than a tool room. The toolroom manager repairs radios, clocks, speedometers and turns drums. But he also keeps in stock a supply of refined brake shoes, overhauled carburetors and distributors. When a mechanic's job calls for replacement of one of these latter items, he merely exchanges the worn assembly for an overhaul at the tool room.

"Then we made our used-car department a customer of the shop with the status of any other customer," said Harry, Jr. "Of course, we give our used-car department a small discount on labor."

"But the principal result is that we handle a used-car reconditioning job all in one package. When the used-car department wants a car put in condition, they bring it in, a repair order is written and it gets a number, like any other car. On that order is supposed to be everything the used-car department wants done. The idea is to get it all done at once."

(Continued on page 114)





"New Look" Attracts Trade

IN JANUARY, Roger Schieffer moved into his modern building some four blocks from the place where he had been in business since 1926 in Austin, Texas.

"I figured—and it worked out—that I would bring all my old, regular customers with me," Schieffer said. "And I figured that I would pick up a little extra, but not as much as 15 per cent more."

Still, he is satisfied that he did not build a larger garage. He doesn't want to become a big operator.

"An independent is better off to have a steady, repeat customer list, though it is not too large, than have all the worry of a big business with a small take-home pay envelope. A smaller operation, one with a minimum of overhead, can

weather the financial storms, where a bigger one suffers during trying times."

Schieffer likes plenty of sunlight, natural daylight and ventilation. His building is designed to furnish all this.

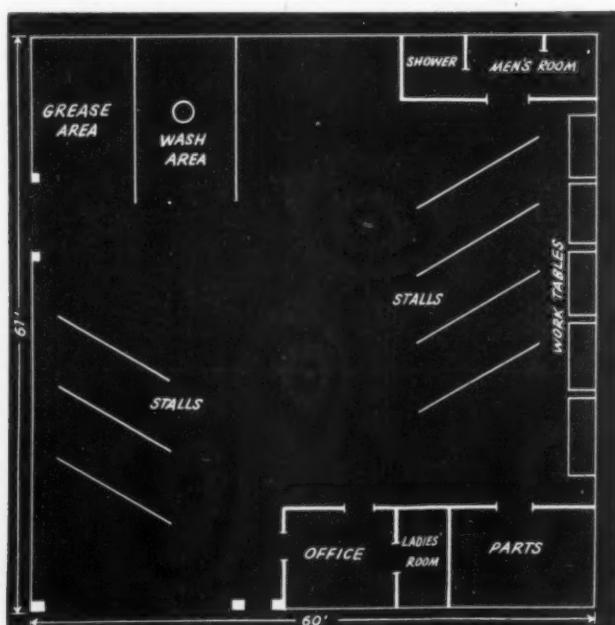
Next to the awninged windows are the mechanics' benches, with room for four work stalls. Adjoining these is the parts department, with the parts room completely enclosed. A section built on top of the parts room and office is used to store bulky parts.

"I carry about a \$3,500 parts inventory," Schieffer said. "This is all in popular, fast-moving parts. I do not attempt to run a parts house in my limited space but neither do I think it sound business to order parts only as they are required. I have to have some parts on hand to take care of emergency jobs that come up after supply houses have closed."

There are two gasoline pumps in a driveway at the north side of the building for the convenience of regular customers.

"We do a lot of car washing and lubrication for our regular customers," Schieffer said. "About 90 per cent of these customers want the gas tank filled when they get a wash and lube job. All of them want the tank filled when the oil is changed. If we weren't in a position to do this, they would get their wash jobs, lubes and oil changes where they could get gasoline."

The two gasoline-pump attendants also wash and grease cars. One is a full-fledged mechanic who



pinch hits in the shop when he is needed.

This is a well-rounded operation, equipped to handle mechanical work but not paint and body work.

"There is something about an old garage that prevents it from drawing new patronage," Schieffer said. "I have come to the conclusion that the public gets the impression a man in an old shop doesn't want to be bothered with new faces.

"The new customers that we have acquired since moving all live

Second in a Series

Here is the second article in the series of monthly features on garage buildings whose owners vouch for the efficiency of their arrangement.

Garagemen had written the editors of SAJ for data and drawings on this subject, which provoked the plans for this series.

For at least the next several months you will see drawings and photos of other garage structures over the South and Southwest. It is suggested that after you have studied them you may want to file them away for that time when you may be considering modernizing your old structure or erecting a brand new one.

right in the neighborhood. They passed my old shop day after day and never stopped in. Sure, they said they had heard about me, that their friends were my customers. Still something kept them away."

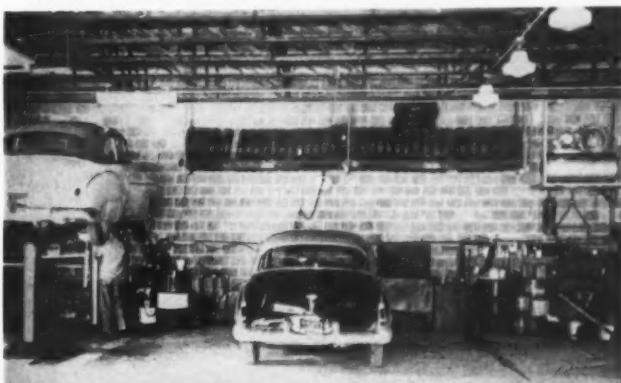
A new building is an open invitation to stop in, Schieffer believes. It shows that the owner is thinking in terms of expansion. He wants to have a modern place in which to do business — whether a new or remodeled place.

An old-looking building, especially a small one, is uninviting. People tend to pass it by. Newcomers look for places that show by their appearance they were built to court new friends.



Mechanics' benches are placed under the windows. The door to the enclosed parts room appears in the background. A section built on top of the parts room and the office is used to store bulky parts.

Off-the-floor location of the air compressor and tire stock saves valuable working space. The shed beside the gasoline pumps (lower photo) is used to park the cars until customers can call for them.





The handsome building and well-equipped service department give customers a good impression but more than that is needed to make them into regulars. A special warranty service and random checks of cars on a dynamometer to see that mechanics are doing thorough work are only two ways the company builds up its service business.

By Baron Creager
Southwestern Editor

Expanding the 'Regular' List

THREE out of four owners who receive free warranty service by special invitation are expected to develop into regular service customers by the management of Smith Motor Sales in San Antonio, Texas.

This institution is now housed in a large, well-planned new building, occupied just last spring. The firm will be 30 years old in October and its founder, Roy Smith, president, delivered the first Chevrolet sold in the Mission City of Texas.

The Smith policy of free warranty service bars no owner of a new car, according to C. C. Gunn, general manager, who concedes that the new location is more convenient to a number of San Antonio "car jockeys," who sell new cars as well as old and who are included in the invitation. They accept with alacrity, too. When they sell a new car of the make handled by Smith Motor Sales, and the buyer asks about service, the "car jockey" says with confidence:

"Take it to Smith Motor Sales. They do our service work."

And Smith Motor Sales does do such warranty service, regardless of where the new car originated—willingly for the opportunity to expand a long list of regular service customers.

"We have been criticized by some

dealers," Gunn concedes, "for such a policy that relieves wildcat dealers of all service responsibility and, perhaps, even gives them encouragement in their operations.

"But we look at it this way: We want the customer to be satisfied with that car. That is the car we sell. We don't want any owner to have any gripes about the car we sell. We are looking into the future. The more satisfied owners there are, the more repeat sales there will be on our car. And who knows, maybe we'll make the next sale."

"If we don't, we have missed a

good opportunity. For we confidently believe that with just treatment, courtesy and good service, we can retain as regular customers 75 per cent of the owners for whom we perform free warranty service.

"If the owner bought his car from a 'car jockey' in any other community in the United States, he could get the same warranty service from any franchised dealer. But we want to be sure he gets good service and gets satisfaction from his car, and we want his service business if we can get it."

Gunn says the company mailing

L. H. Hollin selects at random customers' cars on which the work has been completed and puts them through a complete check on the dynamometer to determine if service work has been handled properly.





list contains 7,000 names and is growing.

From registration records, the company culls the name of every purchaser of a new Chevrolet. To all such owners goes a letter, congratulating them on their purchases.

"The letter tells them we will be glad to honor their service policy," Gunn says, "and that we will take care of any warranty service. But we definitely do not try to wean them away from any established dealership that sold the car."

As in most current new dealerships, the latest improvements in equipment have been installed, down to pneumatic tubes and automatic operations in some aspects. And as in all new dealerships, new ideas have been installed, one of which in particular has plugged a possible \$500 annual leak.

A covered ramp leads from the service floor to this roof parking area. As a result of its aggressive promotion and careful work, the company now is averaging from 120 to around 150 repair orders each day.

Gunn relates that the Smith service manager had noticed, over a period of time, that Latin-Americans appeared regularly with their trucks and carefully gathered up all available cardboard cartons emptied after receipt of parts and other shipments.

The service manager turned detective. He found that the Latin-Americans were specializing in collection of cardboard, selling it to an established buyer in San Antonio. Snooping further, the service manager discovered the cardboard hauled away from Smith Motor Sales amounted to a substantial number of dollars' worth per month.

So instructions were issued that as shipments were received, all cardboard was to be flattened and stored. Last April, first month in which this policy was in effect,



C. C. "Pop" Gunn, general manager, shows how space is used efficiently with hooks for fenders.

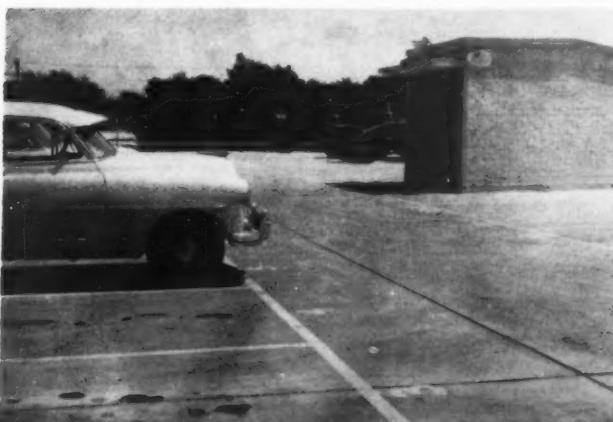
Smith Motor Sales pocketed \$41.50 from the sale of cardboard.

Another innovation is free coffee and doughnuts, twice daily, habitually at 10 and 3 o'clock, for all employees.

"The coffee company put in the coffee-making equipment," explains Gunn, "under an arrangement whereby after we buy so much coffee and make a certain number of payments, the equipment belongs to us."

"However, it doesn't cost our company anything. Around the dealership are a number of cigarette, candy and soft-drink vending machines. All of them turn such a nice profit that even after we buy the coffee and doughnuts, there is some left to go into the employees'

(Continued on page 118)



Salesman: _____

Date: _____

Prospect Name and Address	Previous Person Interviewed Results, and Date	Dom.	App.	Ord.	Results of Contact	Last to whom	Follow Up Date and Hour

Organized Plan for Selling Trucks

SUCCESS in selling trucks depends on a lot of things.

You have to do a lot of promotion. You have to find a lot of prospects and be in on a lot of deals. You have to sell your company—its integrity, its service and its reputation for satisfying customers.

To do all this, truck salesmen must work hard and they must organize their working time.

Our truck division has developed a practical plan to help our six truck salesmen keep units moving. The average is 50 new-truck sales a month and our sales this year are keeping pace with 1951 truck sales.

As the basic step in organizing the work of our truck salesmen, we hold a meeting at 8 a.m. every day. The men discuss the previous day's work and bring up any special problems they encountered.

But most important, each salesman gives me a work sheet showing the calls he plans to make during the day. Each sheet contains at least ten names. There are two reasons for using the work sheet.

First, the men can cover a lot more ground if they know exactly where they are going before they get into their cars and start driving around town.

Also, a salesman may pick up valuable tips when the names are read out. Perhaps another salesman has called on the prospect in the past or has some personal connection. Or maybe there is duplication in the proposed lists presented by the salesmen.

This system of planning calls in advance and getting their heads together appeals to the salesmen. "I don't see how I could accomplish anything if I didn't use some kind of work-sheet system," one salesman said recently when I asked him how he liked the plan. "I just

By HARRY L. MAYER
Manager, Truck Division
Lander Motors, Inc., Atlanta, Ga.

wouldn't know where to begin."

As soon as the meeting is over, the salesmen have access to our phones and then they are ready to make their calls.

Two other factors besides the work sheet are important in organizing calls: the three-point contact and the division of the city into territories.

The three-point contact means simply that the salesman makes three additional calls for each call listed on the work sheet. He visits the place to the right of his scheduled call, the place to the left and the place across the street. Since his car is already parked to make the scheduled call, these additional calls take little more time.

Division of the city into six territories—one for each salesman—

has a number of advantages, we have found. In a small community, it wouldn't be practical, but we believe it would be helpful in cities that are much smaller than Atlanta.

It gives us more complete coverage, since each salesman knows he is responsible for a certain area. When we check vehicle registrations to see where competitive products have been sold—as we do regularly—a salesman can make a note of those in his territory.

The territory system enables salesmen to make more calls, since they don't waste time driving from one end of the city to the other.

A salesman is not restricted to his territory, however. Sometimes he will have a contact or a selling approach that will bring in business from a person that another man has been unable to sell. The only restriction is the honesty of

(Continued on page 113)

The author, at left, holding a daily salesmen's meeting.



Aluminum Radiators Now on the Way?

A STEP toward the use of aluminum for automotive radiators has been taken with the development of a new aluminum-alloy brazing sheet.

One side of the core metal is clad with a brazing alloy to assure good joints, while the other side has an alclad coating which offers electrolytic protection to the core. This alclad coating on the inner side of the radiator tubing goes a long way in providing corrosion protection, according to engineers of the Aluminum Company of America who developed the sheet.

Development work on aluminum radiators as a permanent replacement for copper was begun by the firm several years ago. Today 20 to 25 pounds of copper is used in a standard passenger-automobile radiator. Since some 5,000,000 automobile radiators are produced each year, replacement of copper with aluminum would result in appreciable savings in copper, Alcoa engineers said.

Two Designs Used

Two types of radiator design are considered most desirable with the brazing sheet: general tube and fin construction and cellular tubular construction.

Several different corrosion tests have been used on the sheet, the engineers reported. Accelerated-corrosion tests were run and solution-potential measurements were made with synthesized waters simulating the water of special areas of the country which might cause attack in aluminum radiators.

Tests were conducted with water only and then with each kind of water in combination with varying percentages of anti-freeze compounds.

One water formulation had a significant concentration of heavy metal salts. Another had a relatively high chloride content. Both ethylene-glycol base and alcohol-base anti-freeze solutions were tested in this manner.

Tests indicated that corrosion by these coolants was not critical, Alcoa engineers said.

Questions that cannot be answered yet because adequate service trials have not been completed are: Will an inhibitor be necessary with coolant waters of different areas? Will an exterior paint coating be necessary to protect the radiator against road splash? Additional work on these problems is under way.

The melting range for the 3S alloy core of the sheet is 1190° to 1210° F., while the melting range of the brazing alloy is 1070° to

1135° F. Brazing range for the XA30 sheet, as the new combination is identified, is 1120° to 1140° F.

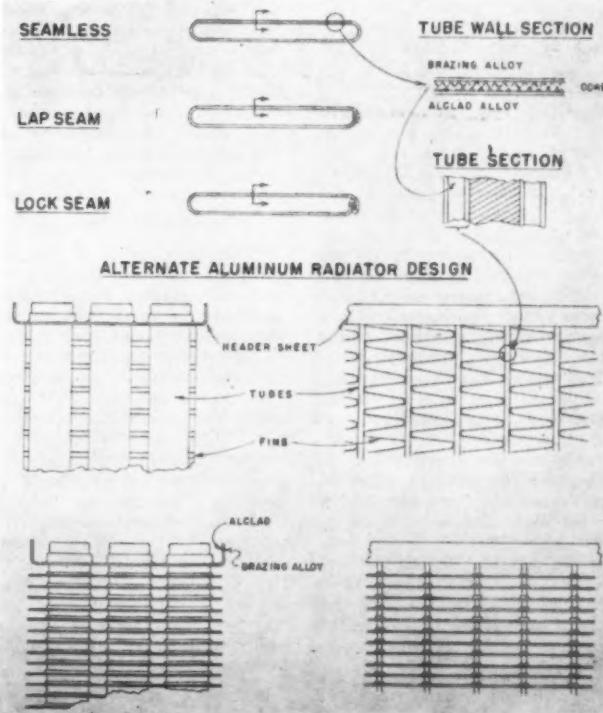
The brazing material which is integral with the sheet forms good fillets and joints when it is used under the proper brazing temperature and flux conditions, company engineers said.

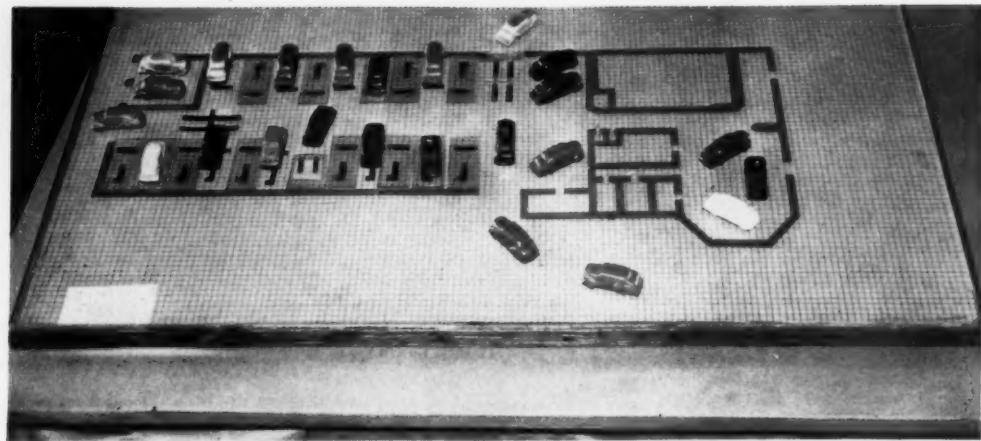
The coating that gives the core electrolytic protection is placed on the side of the sheet that becomes the inner part of the tube. With the cladding, corrosion taking place is said to go only as far as the core and then spread out, arresting further penetration for an extended period of time.

The problem of developing suitable electrolytic protection for radiators was complicated by the high temperatures over varied periods of time that are required for brazing.

The sheet will find immediate use in the development of automotive radiators, especially in view of the current shortage of copper, the engineers predicted.

Simplified drawing shows two types of aluminum radiators.





This maneuverable scale model helps shop owners plan the best layout and avoid "bugs" in blueprints.

They Offer "Live" Building Plans

A MINIATURE shop to give the dealer or garage with a remodeling problem a chance to see what he is actually up against was designed by Phelps-Roberts Corp. of Washington, D. C., and put to use by the sales department.

Outfitted with cars scaled in proper proportion that can be maneuvered around posts, into stalls and driveways, and onto lifts, brake testers, front-end machine and other equipment, the See-A-Plan is a feature of the remodeling service offered by this wholesaler to help owners obtain the most efficient layout at the greatest savings, and to plan ahead economically with a view to locating additional equipment as future capital permits.

The service has proven a very vital one to firms with remodeling plans, even where blueprints have been drawn up.

Architects are generally not familiar with the problems of the automotive shop, and a dealer readily accepts blueprints with inefficient working conditions through inexperience and inability to visualize on paper what will happen. This consultation service has therefore found a most appreciative clientele because of its automotive-shop viewpoint.

To Phelps-Roberts, the plan has meant an increased number of

By Beatrice Miller

planning and remodeling jobs as dealers and independents sought the advice of Sales Manager J. Henry Parator and his staff. The plan has meant the increased sale of equipment through better use of shop space, and future volume through advance planning of future needs. The amount of good-will it has brought cannot be estimated.

"Hindsight" in Advance

"The idea came to us two years ago when customers dropped by for help with nothing more than the most general description of what they wanted," explained Parator. "They needed something concrete to avoid mistakes that hindsight saw too late and too costly to correct. The See-A-Plan furnished this.

"By working very closely with customers, we not only were in a position to suggest new ideas and make recommendations on immediate plans, but to work with them in preparation for future expansion. We have saved shops considerable money in the past two years through better planning. We have given them an operating plant that has meant more volume."

The plant consists of a layout board of plastic sheet 30" x 36"

covered with drawing cardboard that is lined off. The board will permit the layout of a building 200' x 90' to scale occupying 14" x 24", which allows plenty of space around the margins.

Shading every fifth or tenth line of the cardboard in red saves time in counting off space.

Phelps-Roberts had its machine shop make the 12 miniature cars scaled $\frac{1}{8}$ " to the average 19' car at a cost of approximately \$2 a car. Red plastic strips, $\frac{1}{4}$ " wide and cut to scale, mark off walls, stalls, twin-post lifts, brake testers, front-end machines and other equipment. The layout is displayed on a draped table.

Parator recounted how the plan had saved shops money as they worked out a more efficient use of space.

A customer came in who wanted an 80' building put on an 80' lot with a 30' driveway. With concrete then at \$10 a cubic foot, important savings were effected by layout of a 70' building with a 20' driveway which still obtained the maximum efficiency of the unit.

In another shop with radiant heat, knock-out blocks were put in a concrete floor where a pit for a front-end machine would go at some future time. Once pines have

(Continued on page 120)

Dealer Problems Are Being Solved!

Manufacturer-dealer relations are steadily improving, asserts this prominent dealer, who cites for you some of the industry knots and what steps are being followed to untie them.

WHETHER the modern automobile dealer operates a one-man enterprise in a small town or directs the activities of an establishment selling hundreds of cars a year, he needs help with problems falling into two general classifications—his relations with the government and with the manufacturer.

Relations with his employees and the public are more local in scope, and he is much more able to handle them himself. He receives helpful suggestions concerning them from local, state and national dealer organizations from time to time, but the effective solutions largely are the results of his own efforts.

Most problems concerning his relations with the government and the manufacturer are too big for him, however. They also are so wide in their application that concerted action by large numbers of dealers is necessary to bring about any progress.

Obviously the responsibility falls on the shoulders of the National Automobile Dealers Association, which, through its committees, is trying to improve relations in both fields, and progress is becoming apparent. This progress is most noticeable in relations between the dealer and the manufacturer.

The most tangible improvement is rather intangible, but this is not as contradictory as it sounds. The principal improvement is in attitude, particularly on the part of factory sales executives.

By ROBERT S. ARMACOST
Armacost Motors, Inc. (Studebaker)
Kansas City, Mo.

There is increasing readiness to believe that what's good for the dealer is good for the manufacturer; that long-range growth and prosperity for the manufacturer depend on a harmonious, prosperous family of dealers.

The NADA Industry Relations Committee has noticed friendly attitudes on the part of most manufacturer representatives and there is good reason to believe that progress may be made toward solutions to some of the current problems.

Dealers Can Sell 'Em

One objective of this committee is to convince the manufacturers that the present dealer-body, with its modernized and expanded facilities, can distribute and service many more cars than the present production. It must be made clear that there is no necessity to consider establishing additional dealers in the event of production increases.

Practically all dealers are equipped to handle several times their present new-car quotas. They have the physical plants and the financial means. Their only shortage is trained sales manpower, which is limited by present new-car production.

Salesmen are, in fact, junior executives and they should be thoroughly trained in the business



The author is first vice-president of the National Automobile Dealers Association and may be elevated to the presidency next February of this 35,000-member body. He is also chairman of the NADA Industry Relations Committee.

practices of the dealer they represent. Their number must be limited to a group which can draw adequate compensation from the volume of new-car business the dealer's quota permits.

An expanded sales force, able to handle increased new-car production, could be trained in about six months, however. And production increases which would warrant additional personnel certainly could be foreseen that far ahead.

Another problem is the widespread "wheel and deal" movement, which is described rather accurately as selling price instead of merchandise. Inflating trade-in values to achieve volume sometimes leads to business practices which put the entire automobile industry in a bad light.

Any action on this problem must, of necessity, be cautious, since some dealers have developed modified "wheel and deal" techniques without resorting to sharp practices. Definite action should be directed, however, toward encouraging the dealer who practices sound business principles, benefiting both the industry and the public.

A problem within a problem is the matter of dealer councils. Most manufacturers have a dealer-council program, but some of them need to be improved.

The Industry Relations Committee believes the councils should be elected by dealers in a democratic fashion and that members should belong to a council long enough to

(Continued on page 122)



NEWS BRIEFS of the

OPS Amends Regulation On Delivery Charge

THE Office of Price Stabilization has amended Ceiling Price Regulation 83 to remove the cause of the major difficulties of dealers in charging for delivery and handling of new cars.

In a letter to J. Saxton Lloyd, Daytona Beach, Fla., president of the National Automobile Dealers Association, Ellis Arnall, director of OPS, said late last month:

"In further reference to our conference of yesterday, please be advised that this agency has determined to promulgate a regulation governing the sale of new cars by automobile dealers to provide, among other things, the following:

"1. Delivery and handling charges will be spelled out so that each dealer will add the same charge he used during the established base period.

"2. Each dealer will be permitted

to add his customary charges to the selling price which he added during the base period, including advertising and any other such actual charges.

"3. A provision will be made for alternative methods for computing ceiling prices for those dealers who determined their selling prices by making up their net invoice costs or their delivered costs, the dealer to use his base period percentage of mark-up or discount.

"You are also advised that I have instructed our staff to expedite this regulation and to give it top priority so that it can be put into effect at the very earliest possible time."

In commenting on the new ruling, Lloyd said, "The letters, telegrams and other support from dealers throughout the country were important contributing factors to these successful negotiations. Here is another striking example of the value of organized effort."

This portable "pipeline," now being tested by the Army Corps of Engineers at Fort Belvoir, Va., reportedly can be laid from a vehicle at rates up to 15 m.p.h. Manufactured in continuous long lengths of American-made rubber, it is the lightest weight gasoline hose, according to The B. F. Goodrich Co., which manufactures it. The daily capacity is equal to that of 162 2,000-gallon tank trucks. With a four-inch diameter, the new hose weighs less than one pound a foot.



Sometimes it's easy to overlook the dashboard speedometer but this giant indicator is guaranteed to make motorists aware of just how fast they're traveling. The flashing red and amber lights on this accurate speedometer have reduced accidents appreciably by making motorists conscious of speed limits, according to police in Seattle, Wash., who drive the car around the city an average of 90 miles a day. Two-way radio and a loudspeaker system to caution drivers are included in the equipment.

Doyle Heads Ford Sales

J. C. "Larry" Doyle, Ford Division central regional sales manager, has been appointed sales and advertising manager, Ford Motor Co. He joined the firm in 1916 as office boy in the Kansas City district office. He was assistant district sales manager in St. Louis and Houston and in 1939 was named district sales manager at St. Louis.

Tucker Named at Jacksonville

Holmes Tucker, De Soto-Plymouth dealer, has been named president of the Jacksonville (Fla.) Automobile Dealers Association. H. A. Moshell, Lincoln-Mercury, is vice-president and William Catlin, Sr., Studebaker, is secretary-treasurer of the association.

AUTOMOTIVE INDUSTRY



The new home of Leppere Pontiac, Inc., Orlando, Fla., is built around an open parking area in the center. The roof extends all the way around this center area. Lifts

for each stall and modern equipment throughout the mechanical and body shops are other features of the modern building. Ward J. Leppere is the president.

Louisiana Dealers Cancel New Orleans Car Show

THE Louisiana Automobile Dealers Association will not hold an automobile show in 1953 because no suitable dates are available at the auditorium in New Orleans, John O. Hofbauer, manager-director, reported last month.

"Our survey of 11 other association automobile shows throughout the nation indicated that our show must be held during January, February or March," Hofbauer said. The auditorium had been booked for Mardi Gras functions during the period. Questionnaires indicated that 66 per cent of LADA members wanted a show, Hofbauer said.

Miamians Choose Coggin

W. E. "Bill" Coggin, Southland Chevrolet, Inc., has been elected president of the Miami (Fla.) Automobile Dealers Association. R. J. "Bob" McGahey is vice-president and Frank S. Edelen was reelected treasurer. The board of governors includes: O. K. Houston, Robert M. Gregg, Edgar Jones and John F. Zeder. Larry A. Schroeder is executive secretary.

K-F Appoints Grinstead For the Southwest

C. W. GRINSTEAD has been appointed general sales manager for the new Southwestern division

of Kaiser-Frazer Corp. With the firm since 1946, he formerly was regional manager at Washington, D. C.

Division offices will be in the Textile Building, Dallas, Texas.

"Of course I'm listening! What else could I be doing?"





SOUTHERN AUTOMOTIVE JOURNAL

"Press a button and out rolls a carpet for your special girl friend!"



July 24-26—Annual get-together of boosters and jobbers sponsored by B-35, Richmond, at Chamberlin Hotel, Old Point Comfort, Va.

Aug. 24-26—Annual convention of Automobile Dealers Association of West Virginia, Greenbrier Hotel, White Sulphur Springs.

Sept. 6-8—Annual convention of Georgia Automobile Dealers Association, General Oglethorpe Hotel, Savannah, Ga.

Sept. 12-13—Annual convention of New Mexico Automotive Dealers Association, El Rancho Hotel, Gallup, N. M.

Sept. 14-16—Annual convention of Kentucky Automobile Dealers Association, du Pont Lodge, Cumberland Falls, State Park.

Sept. 20-22—Annual convention of South Carolina Automobile Dealers Association, Ocean Forest Hotel, Myrtle Beach.

Sept. 21-23—Annual convention of Arkansas Automobile Dealers Association, Arlington Hotel, Hot Springs National Park, Ark.

Sept. 25-26—Annual convention of Kansas Motor Car Dealers Association, Hotel Broadview, Wichita.

Sept. 29-30—Fall meeting of Southwestern Automotive Wholesalers Association, Hotel President, Kansas City.

Oct. 6-7—Annual convention of Texas Automobile Dealers Association, El Paso.

Oct. 10-12—Fall convention of Automotive Wholesalers of Texas, Driscoll Hotel, Corpus Christi.

Oct. 12-14—Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.

Oct. 16-18—Annual convention of National Used Car Dealers Association, Hotel Hollenden, Cleveland, Ohio.

Oct. 19-21—Annual convention of Florida Automobile Dealers Association, Sans Souci Hotel, Miami Beach.

Oct. 26-28—Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.

Oct. 26-28—Annual convention of Tennessee Automotive Association, Noel Hotel, Nashville.

Oct. 27-29—Annual convention of Automotive Trade Association of Virginia, John Marshall Hotel, Richmond, Va.

Oct. 31-Nov. 2—Annual convention of Automotive Parts Rebuilders Association, Conrad Hilton Hotel, Chicago, Ill.

Nov. 19-20—Annual convention of Oklahoma Automobile Dealers Association, Oklahoma City.

Dec. 8-9—Annual convention of Motor and Equipment Wholesalers Association, Chalfonte-Haddon Hall Hotel, Atlantic City, N. J.

Dec. 8-9—Annual convention of National Standard Parts Association, Ambassador Hotel, Atlantic City, N. J.

Dec. 10-13—Biennial Automotive Service Industries Show, Municipal Auditorium, Atlantic City.

Feb. 14-18—Annual convention of National Automobile Dealers Association, Civic Auditorium, San Francisco, Calif.

March 26-29—Southwest Automotive Show, Fair Park, Dallas, Texas.

May 22-24—Southeast Automotive Show, Dinner Key Auditorium, Miami, Fla.

Chevrolet Transfers Roach and Little

J. R. ROACH, Jr., zone manager at J. Houston, Texas, for the Chevrolet Motor Division, has been transferred to the Baltimore, Md.,



Top: Mr. Little

Bottom: Mr. Roach

zone. He succeeds M. J. Logan, who resigned to enter private business.

R. L. Little, zone manager at El Paso, Texas, has taken over as zone manager at Houston for Chevrolet Division.

Both men joined Chevrolet in 1933 and have held positions in the Southwestern region. Roach formerly was at El Paso, Dallas, New Orleans and Oklahoma City.

Mississippian Gets Contract

Pathfinder Coach Division, Kosciusko, Miss., has been awarded a contract to build 500 school buses for the state of South Carolina.

One in Four Dealers Operated at Loss

ONE out of every four of the nation's new-car dealers operated at a loss during the first three months of 1952, the National Automobile Dealers Association announced last month. The association recently completed a nationwide survey of conditions in the retail automobile industry.

This trend was even more emphasized among the small dealers selling less than 150 cars per year, association officials said. They added that of these dealers, who make up over 80 per cent of the total in the nation, almost one-third lost money during the first quarter.

"In addition," an NADA spokesman said, "average dealer operating profits throughout the nation came to only a little over two per cent of sales before federal taxes.

"These facts should prove that not all segments are prospering under today's supposed 'boom,'" he said.

Possibility of some improvement in the situation was seen as resulting from the recent lifting of the Federal Reserve Board's Regulation W, which restricted terms of time-payment automobile sales.

"Experience since the lifting of the regulation, however, has shown no sales trends which would indicate that a marked improvement in dealer profits can be predicted at this time," said officials.

Gould of GM to Speak At Kentucky Meeting

HERBERT M. Gould, general manager of the Motors Holding Division of General Motors Corp., will be one of the principal speakers at the annual convention of the Kentucky Automobile Dealers Association, to be held Sept. 14-16 at Cumberland Falls State Park.

Colonel Jack Major, humorist, will be another featured speaker, according to Paul Dexheimer, general convention chairman.

Chevrolet Plans Warehouse For Houston Zone

PLANS have been drawn for a new warehouse and office building at Houston, Texas, for Chevrolet Motor Division. The building, to be a third larger than the present plant, will be on Wakeforest.

The operation will distribute parts for Chevrolet, Pontiac and Oldsmobile automobiles.

South Carolina Leads Country

In Vehicle-Registration Rise

SOUTH Carolina led all other states in the percentage increase in motor-vehicle registrations from 1950 to 1951, tallying a gain of 12 per cent. Nevada was second with 11.6 per cent and Florida ranked third with 11.3 per cent.

Registrations for the country as a whole increased 2,750,000, a rise of 5.6 per cent above the 1950 figure, according to the Bureau of Public Roads, U. S. Department of Commerce.

Total registrations, including publicly-owned vehicles, increased from 49,161,691 in 1950 to 51,913,965 in 1951. This compared with a growth of 4,500,000 from 1949 to 1950 and reflects curtailed production during 1951.

Registrations of automobiles increased 5.8 per cent in 1951 to reach 42,682,591. Trucks numbered 9,000,913, an increase of 4.6 per cent.

Motor-vehicle operators paid state taxes on 38,304,398,000 gallons of motor fuel during 1951, an increase of 7.2 per cent. Amount of

these taxes was \$1,803,802,000.

An additional 5,508,260,000 gallons of motor fuel consumed during 1951 was not taxed or was taxed at different rates because it was not used on the highways or was special fuels.

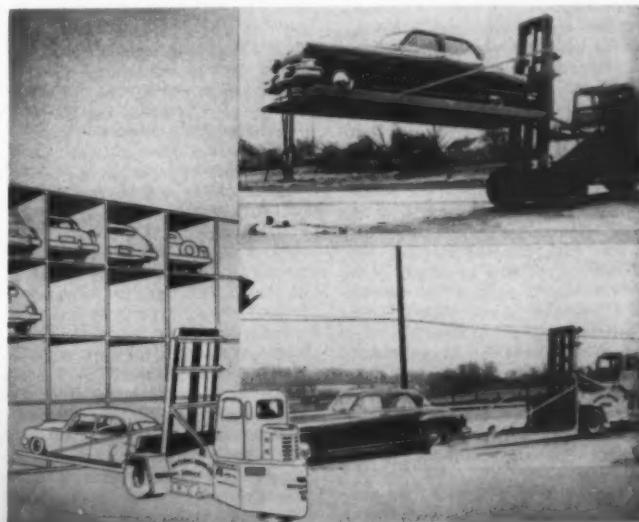
The average state motor-fuel tax in 1951 was 4.74 cents a gallon. Taxes ranged from two cents a gallon in Missouri to nine cents in Louisiana.

Registrations of vehicles by states:

	Total 1951	Total 1950	Per- cent- age
	Regis- trations	Regis- trations	In- crease
Ala.	730,104	685,812	6.5
Ariz.	293,833	270,799	8.5
Ark.	499,642	477,265	4.7
Calif.	4,926,543	4,620,078	6.6
Colo.	599,613	564,210	6.3
Conn.	764,241	715,935	6.7
Del.	116,750	108,272	7.8
Fla.	1,096,065	984,838	11.3
Ga.	969,167	897,518	8.0
Idaho	281,372	272,362	3.3
Ill.	2,789,546	2,650,968	5.2
Ind.	1,513,025	1,434,885	5.4

(Continued on page 162)

Looking for a place to park? The hydraulic lift truck shown here may be one answer to parking problems in metropolitan areas by making it possible to stack cars on top of one another. Developed by Evans Enterprises, Inc., Massillon, Ohio, the system uses plywood cubicles and a standard lift truck with a special platform. Four cars can be parked in the floor space formerly occupied by one, the manufacturer said.





They smile, even if they do compete! The author appears under the letter "F".

Our local association has taught us

Competitors Are Humans Too!

Two or three years ago the jobbers in Mobile were perhaps no different from the jobbers in any other city.

They would pass each other on the street and casually speak or occasionally call one another on the telephone. There wasn't any particular ill feeling toward each other. However, there was no particular understanding of each other's problems, so by mutual consent of the majority of the Mobile jobbers, it was decided that we could at least have a meal together.

The date for the meeting was set and, surprising as it may seem, we thoroughly enjoyed the association together. Since that time we have learned to understand each other's problems and have certainly grown to respect each other's opinions and, above all, we have now learned to work together for the elevation of our wholesale automotive jobbing business in its entirety.

From that day forward we have continued to meet once each month

By **EDWARD COWARD**
Allied Auto Parts Co., Inc.
Mobile, Ala.

The local association at Mobile has been so outstanding in its accomplishments that the editors of SAJ asked one of its members to put down, in black and white, the value of jobbers coming together in a city group. The author has been recognized for years as a wholesaler of high integrity and one wholeheartedly interested in the best ways of furthering the entire industry.

without officially forming an association with officers. The jobbers are listed in alphabetical order and the chairman for the monthly meetings is selected in that order. It is up to the monthly chairman to arrange the program, place of meeting and subjects to be discussed. There are times when it is neces-

sary for some subjects to be carried over to the next meeting. However, so far we have always been able to dispose of these subjects and take care of what other ideas or suggestions the monthly chairman may have for his meeting.

Three years ago it was decided to sponsor a dealer, garage and service-station meeting, extending written invitations to every man engaged in the automotive repair business in our respective trade area. At our first such meeting, we brought a speaker from the Automotive Advertisers Council to Mobile who spoke on the subject, "Get It from Your Jobber." Immediately following this talk, we then presented the floor show of the evening, which perhaps was one of the outstanding shows and one that can only be afforded when a group of jobbers go together to defray the expenses.

While our customers were still in a happy mood from the fine floor show, we served them sandwiches

and drinks, the strongest drink being beer. One of the nice things about these meetings is that it affords the jobbers an opportunity to bring to their customers top-notch entertainment and prominent speakers. Another nice thing is that it gives the jobbers an opportunity to meet their customers outside of their business and really get to know them in a social way.

There were some 3,200 authentic automotive men attending this meeting. As stated above, this meeting was very successful and by popular demand of our customers we repeated with a similar meeting the following year. Again the Advertisers Council supplied the principal speaker, featuring their slogan, "Care Will Save Your Car." The attendance that year exceeded the previous year's record.

Finest Medium of Advertising

We are now discussing the type of meeting that will be put on this year, as it is felt that this is certainly the finest medium of advertising and fraternizing with the men who make our business possible. At this time we are also thinking very seriously of having one big meeting each year for jobber personnel and management in order that they, too, may know each other better and find out that even though we are all fighting for our rightful share of the automotive jobbing business, by being friends and working together our work will become much easier and will certainly be friendlier.

We all realize that the wholesale automotive jobber has a very definite and important place in the automotive industry in its entirety. We also realize that there will always be the automotive jobber. Should one of us fade out, there will be someone to take his place, so why not work, eat and fraternize together? Realizing these facts we can certainly get a lot more pleasure out of our daily work.

The automotive business, like so many other businesses, had a humble beginning many, many years ago. Most of the automotive jobbers started in the snubber, bumper, tire and accessory business, as at that time the vehicle manufacturers were concerned primarily with the manufacture and sale of the vehicles that they produced. They were certainly not concerned about the aftermarket of accessories which are now called equipment.

The car manufacturer could see

the tremendous amount of business that the automotive jobber was doing with accessories and in a few years cars began to come out with standard equipment such as bumpers, tires, etc. Looking for other items to sell, the old line accessory jobber began to take on what were then known as replacement parts and since that time he has certainly done a commendable job in keeping millions of cars running on the highways today. For this reason, it is felt that we do have a definite reason for our existence and it is still our responsibility to do our best in continuing to supply our customers with the highest possible quality merchandise to meet their requirements.

A recent issue of the *Reader's Digest* had a very interesting story entitled, "Competition." It was quite interesting to learn that this great country of ours had again opened its arms in accepting industry representatives from various foreign countries into our country for the purpose of acquainting them with our methods of manufacturing, mass production, etc.

An American Answer

One of the Dutch representatives made the statement, "It is hard to understand why you American people are so willing to let the world know what you are doing. Don't you realize that through the information gained by our visit we may become your competitors?"

This question was answered in the good old American way, "By the time you get your ideas that you are gaining here and start producing them in your country, we will have advanced five or six steps forward; therefore, we do not fear competition."

How true that statement is, and it is entirely true with our automotive jobbing business. In the Mobile Jobbers' Association we have no secrets; in fact, our business is virtually an open book as long as we all adhere to the fundamental principles of good management and we have learned by eating and meeting together that the application of good management has become much easier, as we can now look forward to our meeting each month if for no other reason than to learn of the progress that is being made in perhaps one of the fastest changing businesses in our country today.

We have found, by our association together, that we can be bet-

ter competitors and stronger competitors by working harder in developing customer interest in items of equipment that will make his work easier and more profitable. Every customer is anxious to know how he can serve his customer better and at the same time make more money for himself. That, we feel, is a definite responsibility of the automotive parts jobbers and their salesmen.

This story of competitive selling is certainly an interesting story. I wonder how many of you jobbers have heard this story: "Boss, that piece of equipment I've been talking to John Doe's Service Station about has really turned out to be a price deal. 'X' jobber has offered to sell it to him for much less than you told him I could sell it to him for."

Facing the Competition

Your first impulse is to say, "That fella is putting me out of business," but on second thought you meet the salesman's proposition.

Still the salesman comes back without the order, saying that another jobber beat that price. I am wondering just what's in the mind of the prospective customer. Quite often this thought must come in his mind, "If I hold out long enough, I will get it for still less."

The outcome is that no one sells equipment, all the jobbers are "so-and-so's" and the customer does not buy. Consequently, he fails to render that service for his customer and, above all, he does not make the additional profit, so we are all losers. Had the jobbers been meeting together and known each other better, they would have told this salesman in the beginning, "I know 'X' jobber and his policies. The price of this piece of equipment is 'X' dollars. Sell your customer on your company, quality of merchandise and what it will do for his business."

I well remember one particular meeting we had (it was several months ago when business was just a little off). It seems at this meeting that everyone wanted to speak at once and on the same subject—that was, the number of deliveries that they had made arriving at the customer's place of business with the order only to learn that "X" jobber had arrived first; therefore, the customer didn't need the order.

Now, we want to give our customers the very best service possible, so we decided the best way to handle this problem was to be hon-

est with them—honest to the extent that if we knew it would be 30 minutes to an hour before delivery of his order could be made, we would tell him so.

Quite often the customer would say, "I must have it before then," but it was found that it is much better to lose an order without the cost of delivery involved. At the same time, by being honest and fair, no one lost any business and above all we were able to save the cost of wear and tear of the delivery truck and a man's time in attempting to deliver something that had been bought from a competitor. This is certainly not an answer to the "hot-shot" delivery subject, but as far as we in Mobile are concerned, it is felt that it has gone a long way to a fair solution.

As a member of the Mobile Jobbers' Association I cannot help but feel that our company has derived a great deal of benefit from our participation in the association inasmuch as it has brought about an understanding among our competitors and has enabled us to know that our competitors will pursue the same course that we are and will adhere to the basic principles of good business. Through the years of association together we have found that we can enjoy each other's company after competing together during the working hours and we can certainly accomplish much more in the advancement of our industry by working together than by pulling apart.

Southern Bearings Promotes Jenkins and Taylor

J. CLYDE Jenkins, sales representative out of the Rockingham store of Southern Bearings & Parts Co., Inc., Charlotte, N. C., has been promoted to promotion sales manager of the Automotive Division, with headquarters at the Charlotte store.

C. W. "Red" Taylor, head counterman for the Charlotte store, has been advanced to assistant store manager.

John Hammond, who has been in the parts business for many years, has joined the firm as sales representative out of the Rockingham store.

Firm Opens at Jackson

Sam Somers has opened Jackson Motor Supply at 603 West Capitol St., Jackson, Miss.



SOUTHERN AUTOMOTIVE JOURNAL

"Darned decent of you to work on Mr. Smith's car after all the names he called you."

2,000 Hear a "Bedtime Story" At Oklahoma City "Care" Rally

MORE than 2,000 dealers, independent repairmen, service-station operators, fleet superintendents and their employees turned out for the "Care Will Save Your Car" meeting sponsored by 27 Oklahoma City jobbers last month.

The presentation was entitled "An Automotive Bedtime Story." Walter A. Kirkpatrick, advertising manager of Wilkening Manufacturing Co. and a member of the Automotive Advertisers Council's Committee on Industry-Wide Advertising, was the principal speaker.

A full menu of popular enter-

tainers and refreshments completed the evening.

Sponsoring jobbers included: American Electric Ignition Co., A & B Spring Co., Auto Needs Co., Auto Parts & Machine Co., Agnew Auto Parts, Boyington Auto Supply, Broadway Machine Works, Capitol City Auto Supply, Capitol Hill Battery & Ignition Co.

Dannenburg Distributing Co., H & H Auto Supply, J. C. Hamilton Co., Brittain Brothers, J & R Auto Supply, Jobbers Service & Supply, John's Bearing Works, Modern Bearing & Supply, Motor Supply Co., Oklahoma Clutch & Supply.

Oklahoma City Hardware Co., Parts Warehouse, Inc., Ray's Auto Supply, Richards & Conover Hardware Co., Severin Supply Co., Standard Parts Co., Van's Auto Supply and Yow Brake & Clutch Supply.

John Bean Names Cheek Automotive Manager

L. M. "LARRY" Cheek has been appointed manager of the Automotive Department of John Bean.

Cheek was affiliated with the division from 1928 through 1931 and was sales manager from 1936 through 1944.





E. Webb Patten, shown here, is the new president of the Southeast Automotive Show. He was chosen by the directors to succeed George V. Gilbert of Piedmont Auto Exchange, Charlotte, N. C., who resigned due to ill health. Patten's company is Patten Sales Co., Miami, Fla., where the show will be held.

Better Competitive Position Emphasized by NSPA

THE encouraging cooperation of some manufacturers in NSPA's hard-hitting campaign to improve the competitive position of independent wholesalers with all other channels of the automotive service industry leads the wholesalers' board to further emphasize the importance of all other manufacturers reviewing their present policies in hopes that they will also extend this same cooperation." Fred S. Roberts, president of National Standard Parts Association, said to the manufacturers' board of governors on behalf of the wholesalers' board.

A resolution requesting further study and action on the situation was adopted by the entire board at their meeting last month at Hot Springs, Va.

It was also resolved by the board that the executive committee of the association be empowered to arrange for the 1953 annual convention at the same time and in the same city as the annual conventions of MEWA and MEMA, with conventions to run consecutively rather than concurrently.

A recommendation that the Joint Operating Committee of the three associations supervise the conduct of any booth conference included with the 1953 convention activities and that such booth conference cover the afternoons of the convention days of all three associations was included in the resolution.



The aftermarket industry's attention will turn next May to this scene, where the Southeast Automotive Show will be held. Top view is of the entrance to Dinner Key exposition building. Bottom picture is an aerial view of the mammoth structure (in lower left foreground). Miami Beach can be seen dimly at top center across the stretch of water. Show dates are set for May 22, 23 and 24.

North Carolina Association Is Adding to Membership Fast

PROGRESS in the expansion of the North Carolina Automotive Wholesalers Association is "extremely satisfactory," President George McFarlane announced last month.

"The jobbers are not only joining but additional jobbers are continually indicating their interest," he said. "Lee Braxton (Braxton Auto Parts, Inc., Whiteville, who is chairman of the membership committee) so far has done a fine job and he has received cooperation from quite a number of people in furthering the organization," said McFarlane, whose firm is Mac's

Auto Parts Co., Wilmington.

Members are desired from every qualified wholesaler firm in the state. The group's goals include keeping members informed on government regulations, elevating the industry in the eyes of customers, bargaining collectively on freight rates, insurance rates and industry practices, furnishing the latest credit information, sponsoring or opposing legislation, including promotion of a workable motor-vehicle inspection statute.

Ivey W. Stewart, Jr., Stewart Supply Co., Charlotte, is vice-
(Continued on page 148)

HEAVY-DUTY EQUIPMENT



TRUCKS - BUSES - FLEETS

Maintenance of Leaf Springs

OLD ideas are giving place to new in modern maintenance of the spring suspensions of heavy-duty vehicles.

The improved leaf springs now so generally used for the rear suspensions of passenger cars have

Impact or air wrench assures the adequate tightening of U-bolts.



By **Jackson Smith**
Spring Engineer

shown us where we can improve the maintenance of heavy-duty springs, even without any changes in design.

Nature was in a mellow mood when it wrapped the multi-leaf spring and the shock-absorbing effect of its interleaf friction both in the same package.

The leaf spring is placed there to absorb the "bounce" of the wheel. But if no interleaf friction was available to assist in absorbing both bounce and rebound, then the spring would transmit the bump as a series of diminishing shocks to the chassis frame.

Like other moving parts, the springs should be allowed to move freely—but not too loosely. The lubrication of the spring-shackle bolts is not only important to prevent wear and rattle of bolts and eye bushings, but also to prevent rustling and seizing of the spring eye on the shackle bolt. This would place an additional and unnecessary strain on the main leaf of the spring and might cause it to break a short distance from the eye.

Large trailers and some of the larger trucks have radius rods. These position the axle with relation to the chassis frame and allow the use of curved spring pads, which give the effect of progressively shorter and stiffer springs as the leaves deflect. One make of heavy-duty truck employs rubber-bushed spring ends, which definitely should not be lubricated.

The English use the term "spring dampeners" for the devices we call shock absorbers and that term is more accurately descriptive of their true function. Remove the shock absorbers from the front suspen-

sion of a car having coil springs (with no interleaf friction) and the car would hop along as if mounted on a pogo stick.

Fortunately, in the commercial-vehicle field, the heavier the vehicle, the more leaves the springs usually have and these furnish some dampening effect. The big idea is not to eliminate this interleaf friction but to control it so that it will remain as constant as possible, which is to say "in adjustment."

Rust is the enemy to be defeated.

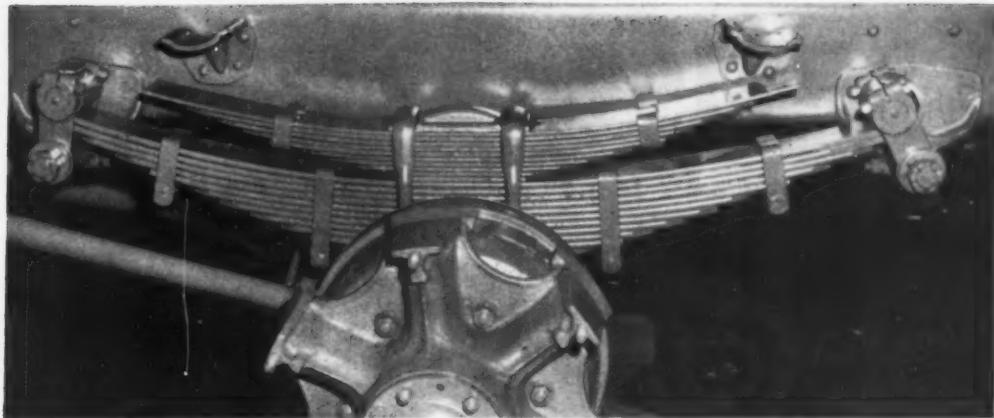
Approved practice at service stations operated by the largest oil refiners is not to attempt to lubricate between the leaves, although the attendant may seem to do so, but to squirt a mixture of penetrating oil and rust inhibitor against the spring with the idea of maintaining a more constant friction and control of the spring.

Also, and very important, is the prevention of the formation of rust on the contacting (bending) surfaces of the leaves where cracks are first to develop after long use, since tension on a "bendable beam" is greatest at the surface.

It has long been approved practice to apply a grease-and-graphite mix to the contacting surfaces of the individual leaves with a paint brush, with the primary purpose of preventing rust and corrosion and also to assure quieter and easier action. Some form of rust preventive between the leaves is highly desirable.

Several spring manufacturers are now using and recommending the use of molybdenum disulphide, as it is said to stay put longer.

One pound of molybdenum powder is mixed with one gallon (about eight pounds) of amber petrolatum. The petrolatum is melted, the molybdenum powder is stirred in and



Heavy-duty spring with helper spring and radius rod.

the mixture is allowed to solidify at room temperature. After it solidifies, it is brushed on the contacting surfaces of the spring leaves.

If the springs of a truck have been lubricated regularly, it is good practice to continue to lubricate them for protection against rust and easier riding.

But if a vehicle has been allowed to run for some time with rusty springs and then the springs are dismantled, carefully greased and replaced, they are apt to break at the first bump.

This is no argument against rust-protection lubrication. It simply means that corrosion fatigue has already occurred and the application of grease removed the damping effect of the rust, allowing the springs to deflect further. The greater deflection resulted in greater stresses and failure occurred.

Because buses are driven over regular routes, it has been possible for bus operators to keep records of spring suspension costs per mile. These records have shown it is easy to be penny-wise and dollar-foolish, unless good judgment is used in replacing springs.

Approved practice in bus operation is to send any damaged spring back to the spring manufacturer for rebuilding. This includes not only cleaning and inspecting unbroken leaves but, equally important, putting all old leaves "through the fire" to remove as much as possible of the fatigue effects in the steel by annealing and then retem-

pering the springs and fitting the leaves together.

Since experience has shown that steel loses 20 per cent or more of its original strength each time it is "rejuvenated" by putting it through the fire, it has been proven uneconomical to rebuild a spring, even with factory methods, more than twice—just as it is uneconomical to retread an old tire carcass too many times.

It is not too difficult to replace one of the shorter leaves of a truck spring by placing a jack under the frame to relieve all weight from the spring and then removing the U-bolts, center bolts and spring clips. Use an extra long center bolt to pull the leaves together.

We should remember, however, that leaf springs have been designed to place equal stress on all leaves. When the steel in several leaves has been worn out, the steel in the other leaves has been equally stressed and its utility may be near the vanishing point.

Fleet operators say it is wise to put new metal into the spring suspensions from time to time.

While it is necessary to have freedom of motion at the spring shackle bolts and to allow relative motion at the tips of the leaves, it is equally important that there shall be no bending of the middle part of the spring, where it is bolted to the axle.

If the middle part of the spring, which is the point of greatest stress, is clamped firmly as in a vise between the U-bolt spacer and the axle pad, this will prevent bend-

ing at this point. Since it cannot bend there, there will be no middle breakage of the spring.

Adequate tightness of U-bolt nuts is so important that whenever a new or a repaired spring has been installed, experienced fleet operators usually have the vehicle returned to the shop for retightening after the first few hundred miles of use has allowed the spring plates to bed down to a more permanent position. It is desirable to recheck the U-bolt nuts for tightness every 5,000 or 10,000 miles at usual chassis-inspection periods. The use of an impact wrench or air wrench is a great time saver and very desirable when available.

The use of a torque wrench is desirable for tightening U-bolt nuts but a torque wrench of adequate size is not always available. If not, usual practice is to use a wrench socket with a handle of adequate length to really tighten the nut when the handle is strongly pulled.

For $\frac{5}{8}$ " U-bolt nuts, use a handle 3' long.

For $\frac{3}{4}$ " U-bolt nuts, a handle 4' long.

For $\frac{7}{8}$ " and 1" U-bolt nuts, a handle 6' long.

A small gyroscope, the same device used as a child's toy and as a mechanical helmsman on an ocean liner, is being used by Chrysler to help record a car's tiniest movements—sideways or up and down—during road tests. This record helps engineers develop a smoother-riding automobile.

SERVICE AND MAINTENANCE

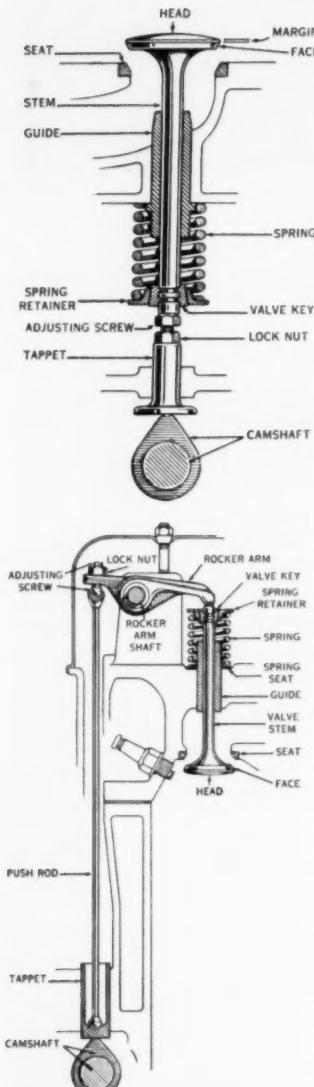


Fig. 1—The valve assembly. At top: Typical L-head valve mechanism. At bottom: Typical overhead valve mechanism.

How many miles should a car go before a valve job is required?

When we hear this question we know that we are in for "it"—and shop men are hearing this question entirely too frequently these days. And, incidentally, if you can come up with an answer, you are an exception!

We can recall when selling a valve job every 10,000 or 12,000 miles was as easy as selling a chassis lubrication is today, but now they seem to think a valve job should be necessary only at "major" overhaul time!

Seriously, there has been too much valve trouble lately and we should do all that we can to prevent it. We can't control the type of fuel used or the operation of the unit, but if given an opportunity we can be sure that the valve-related parts are in good condition by following the manufacturers' prescribed procedure.

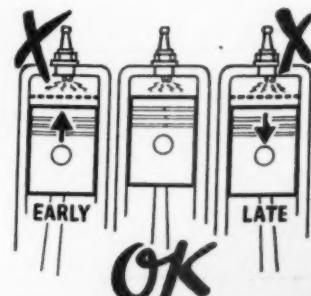
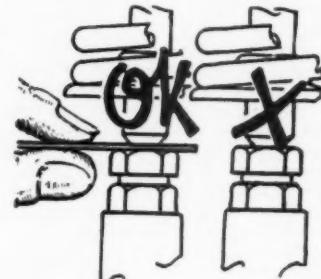
Preventive Maintenance

To obtain the maximum mileage and freedom from trouble that is designed and built into valves and related parts, sensible preventive maintenance must be applied. Satisfactory valve life cannot be obtained if tappet clearance, ignition system, carburetion and cooling system are neglected. The several main points of preventive main-

nance that must be observed if satisfactory valve life is to be accomplished are:

1.—At least every 10,000 miles, check clearance (Fig. 2) between valve stem and tappet with engine running and at a normal operating temperature, and make certain the clearance is maintained in conformance with the manufacturers' specification. (Hydraulic lifter ex-

Top: Fig. 2. Bottom: Fig. 3.



Photographs and general information courtesy of The Black & Decker Mfg. Co., Towson, Md.



Fig. 4—For efficient operation, always clean valve guides when reconditioning the engine. Here $\frac{1}{4}$ " drill is used to drive valve guide cleaner.

cepted in this particular instance.)

2.—Proper operation of the distributor and correct ignition timing (Fig. 3) are essential for maximum valve life. Incorrect ignition timing and knock, if allowed to continue, will shorten the efficient life of the valve and lead to other serious engine deficiencies.

3.—Efficient carburetion is essential for maximum valve life and the performance of the carburetor should be checked at regular intervals with a reliable exhaust-gas analyzer. With careful attention to handling of fuel, fuel filters and the carburetor air cleaner, the carburetor will generally deliver thousands of miles of trouble-free service.

4.—Proper attention to the cooling system is of the utmost importance, as satisfactory valve life cannot be expected from an engine that overheats.

Inspection and Reconditioning

The improved valves, seat inserts and guides used today will, with proper maintenance, deliver trouble-free mileage far in excess of anything thus far experienced, but, like all things mechanical, they will eventually require reconditioning.

When servicing is required, the extent of the additional trouble-free mileage and useful life of the various parts will depend entirely on the manner in which the recondi-



Technical Editor Lowery

ditioning is performed in the shop.

Proper tool equipment is essential if satisfactory reconditioning is to be accomplished. However, aside from a valve refacer, high-speed seat grinder and a valve seat counterbore tool, very little extra expense is involved. Since the aver-

age shop has such equipment, the question of tools does not present much of a problem.

The first indication of valve trouble is the loss of compression in one or more cylinders, so we will check compression.

The compression is an accurate indication of the condition of the valves and should be checked at regular intervals or whenever the exhaust becomes erratic on the idle. If the compression varies more than specified (usually 20 lbs.) between cylinders, attention to the valves or piston rings can be considered necessary.

The engine must be at normal operating temperature and the battery must be fully charged to insure the required cranking speed before compression test is made. With a fully charged battery and a properly operating starter, cranking speed should be from 150 to 200 r.p.m. Anything less will not permit an accurate compression test.

If the compression is low, inject heavy engine oil into the cylinders through the spark-plug opening with a flexible spout oil can with the piston on the down stroke, exercising care to prevent any oil from coming in contact with the valve seats. Allow the oil to remain in the cylinder for a few minutes and then recheck the compression. If this fails to increase the compression, the valves need attention; however, if the compression is increased markedly by the oil injection, it is an indication that the piston rings need replacement.

Valve Guides

Whenever it is necessary to recondition the valves, the clearance between the valve stem and guide should be checked, as satisfactory valve life and engine operation cannot be maintained with worn valve stems or guides.

Excessive clearance between the intake valve stem and guide usually results in abnormal oil consumption and carbon formation, as the excess clearance permits the oil to be drawn into the combustion chamber on the intake stroke.

August: Lubrication's Important!

Next month Technical Editor Lowery will cover the importance of complete and thorough lubrication and the effect of improper lubrication on a functional part.

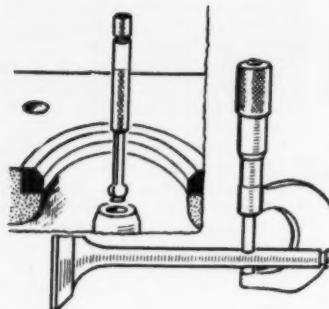


Fig. 5

Excessive clearance between the exhaust valve stem and the guide permits exhaust gases to escape into the crankcase and contaminate the lubricating oil, causing rapid discoloration of the lubricant.

Where sodium-cooled valves are used, proper clearance is of extreme importance as excessive clearance obstructs the normal transfer of heat from the valve stem to the water jacket, resulting in higher than normal valve stem operating temperatures, which affect the lubrication and lead to rapid guide wear and premature valve or seat failure.

With the proper tools (Fig. 4), the checking of the valve stem to guide clearance is a relatively simple operation and should be performed immediately after the carbon and valves are removed. In order to obtain an accurate check of the clearance, all traces of carbon, varnish and corrosion should be removed from the valves and the interior of the guides.

Clean the valves on a power-driven wire brush and discard any that are cracked, warped or burned. Measure the stem of each valve in several places with a micrometer (Fig. 5), and if clearance with stem and guide exceeds original clearance by $.002"$, generally speaking, replace valve or guide or both, as may be necessary. Always grind seat to make it concentric with the newly-installed guide.

Valve Head Margin

Any valve that cannot be refaced with a definite margin maintained should be replaced (Fig. 6). The amount of grinding necessary to true valve is an indication of the head warpage from axis or centerline of its stem.

With excessive warpage, a knife



Fig. 6

edge will be ground on part or all of the valve head due to the considerable amount of metal that must be removed to completely reface. Knife edges lead to breakage and burning, and to pre-ignition due to heat localizing on the edge.

Grinding the Valve

To grind the valve face, switch on workhead and wheelhead motors and bring valve into front of wheel. (Wheel must be clean and accurate.) Feed the wheel slowly into the valve, taking a very light cut (Fig. 7). Move the workhead back and forth with short strokes, using

full face of wheel but always keeping valve on wheel. To make inspection, or when finished grinding, back wheelhead table away from valve, not valve off wheel.

This grinding method adheres to accepted shop practice. Do not remove any more material than necessary to make true.

Use rack to keep valves in same order as removed from block and be sure to return each valve to its own guide. Always lubricate valve stem before returning to guide.

As a final finishing touch to any valve-refacing job, for quiet operation and to assure proper tappet adjustment, all valve stem ends should be squared and polished. A very light grind is usually sufficient to square the stem and polish the surface. Also it is often necessary to square and true tappets which are worn hollow or lop-sided.

Grinding the Seat

The tendency is to grind seat too wide when reconditioning. The seat width in many engines should be less than $\frac{1}{8}"$. (Check specs.)

Always have seat narrower than valve face. If necessary to narrow seat, use a 20° stone. Seats too wide tend to collect carbon. Seats too narrow prevent valve head from rapidly dissipating its heat to block.

Fig. 7—A valve refacer is a precision instrument. To get a mirror finish and to restore factory accuracy to valves, use only the best equipment and keep it in tip-top shape.



(See Fig. 8—shown at the right.)

Valve Springs

Test valve spring for uniform strength. Use regular valve spring tester for accurate check, or place springs on level surface (see that spring ends are flat) and use a straight edge to determine irregularity in height. Unequal or cocked valve springs will undo in the assembled job all the precision that has been put into it.

Spring tension too weak allows valves to flutter. Spring tension too great causes "stretched" valves. Either condition aggravates wear on valves and seat, resulting in possible valve breakage.

Sticking Valves

When conditions such as carbon, misalignment and excessive wear have been corrected and valves persist in sticking, it is a satisfactory remedy with most engine designs to cut the guide flush with the block. Use a drill bit slightly larger than the outside diameter of the guide with point ground to 20° angle. Remove with small scraper any burr left on inner diameter of guide.

Other methods are to counterbore guide or grind relief on valve stem. (Consult specs. for specific recommendations.)

Bolting on the Cylinder Head

A tension wrench MUST be used



Fig. 8—Proper equipment permits operator to work in close quarters.

(Fig. 9) to uniformly tighten cylinder head studs to a predetermined tension.

It is dangerous guess-work to depend on the "feel" of an ordinary wrench. The tightening of any one stud nut by less than one-half turn will distort the head and block to a measurable degree. This distortion



Fig. 9

"We didn't want to chance a come-back on your job, Mrs. Trendle, so we all chipped in and bought you a new automobile."



SOUTHERN AUTOMOTIVE JOURNAL

will seriously affect alignment and clearances, resulting in loss of compression and fast wear, with oil and fuel wasted.

Manufacturers furnish recommended order or sequence for tightening down cylinder head studs and the required tension or torque.

To do a satisfactory valve job, good equipment, in good condition, and care in workmanship are all that are needed.

Under today's inflationary conditions, it's easy for the customer to find fault, just because he might dislike charges made on a repair job. In valve work, as in other skilled jobs in any shop, it's our job to do the work correctly the first time.

BODY-SHOP OPERATIONS



Tips for the 'Metal Man'

He rates the tops in the shop, says Technical Editor Lowery, who heads up a shop service force of 100 in a Southern dealership. His suggestions deal with disc, grinder and soldering.

By E. M. Lowery
Technical Editor

OF ALL the skilled craftsmen who make up the service force in the average repair shop, the "metal man," or body-shop mechanic, tops our list.

We often marvel at what these men can do with the wrecks that are brought into our shop every day—sheet-metal panels and frames twisted, smashed and distorted, apparently beyond repair—but when these craftsmen finish with the job and they are repainted, "You'd never know it happened."

We can remember when the "metal man's" kit consisted only of a "ding hammer," a "dolly" and a

special file. The developments in the art of metal grinding and sanding have brought the "craft" a long way since those days.

As practically all metal jobs must pass through the paint department before reaching the customer, this story will deal with the correct use of materials now available for grinding and sanding so that when the final finish coat of paint is applied, the surface will have that "new" look.

We may be old-fashioned but we think that any major metal repair job should have a thorough cleaning before any repairs are started. After the job is cleaned the "metal man" should review the repair order to determine exactly what repairs are to be made before any work is started (this is important). All rust and loose paint

should be removed. A grit No. 16 open coated disc is best suited for this operation, used either on a flexible shaft or portable direct grinder.

Proper Method of Using Disc and Grinder

This method of using disc and grinder is a real time saver (see Fig. 1):

- 1.—The disc grinding machine should be held at a 20° angle to the work, allowing only about 1" of the surface around the edge of the disc to do the grinding. Be sure the disc is well supported with a back-up pad.

- 2.—Use only the weight of the machine for pressure on portable grinders. Apply slight pressure with flexible shaft type.

- 3.—Move the machine so that it

Figs. 1, 2 and 3 courtesy of Minnesota Mining & Mfg. Co., St. Paul, Minn.

is perpendicular to scratch lines at all times. Sparks should leave the machine at the same point and travel in the same direction. The parallel scratches resulting from this method are much less noticeable than the swirl marks that ordinarily result from disc grinding, and considerably less conditioning is required to prepare the metal for priming.

4.—The speed of the machine should be just slow enough to prevent burning. When using coarser

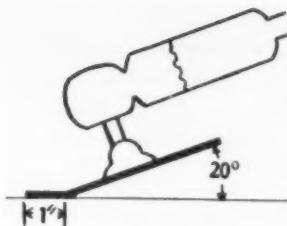


Fig. 1—Proper method of using disc and grinder.

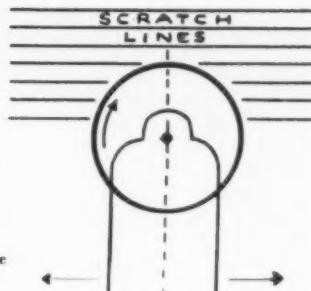


Fig. 2—Inspect the body for breaks in the fenders, aprons and surrounding metal. Rust and dirt should be removed from areas around breaks and the metal repaired either by arc or acetylene welding.

grit, reduce speed.

5.—When removing paint and rust, sand until sparks are apparent, then stop. The remaining paint and rust should be removed with a grit No. 24 disc (closed coated).

After the loose paint and rust have been removed, inspect all sheet metal for breaks. Repair by either arc or acetylene welding (Fig. 2). Solder should be applied to rough welds, pits or low spots. Apply enough solder to permit grinding down to the level of the metal.

Soldering Tips

Practically all body soldering is done with a torch (Fig. 3).

A.—Cleaning:

As in all types of soldering the surface must be absolutely clean. Rust and welding scale must be removed. Any old paint not re-

moved by the grinding may be burned with the torch and removed with a wire brush while still hot. The surface should be cleaned about 1" beyond the rim of the dent or



Fig. 3—Solder is applied wherever necessary to fill pits and low areas. Apply enough solder to permit grinding down to the level of the metal.

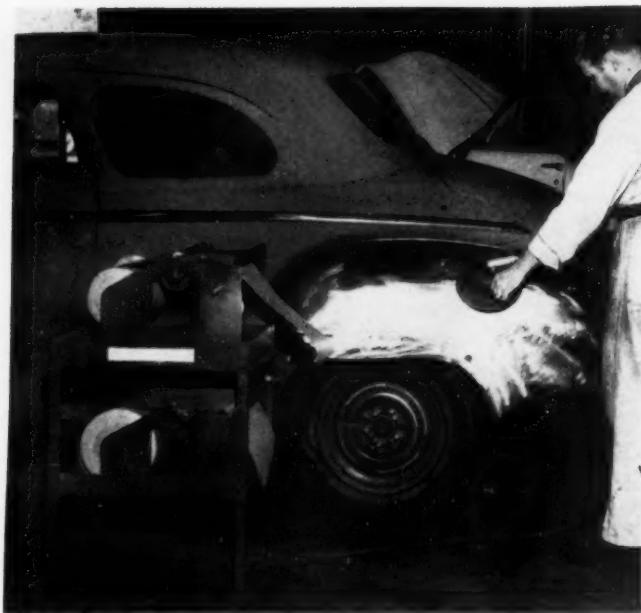


Fig. 4—Featheredging, whether done by hand or mechanical grinder, is one of the most difficult of all sanding operations.

While doing this the end of the torch flame should be played over the deposited solder to keep it in pliable condition. (Never heat solder to the melting point.)

E.—Now that the solder is applied we must shape it to the contour of the body:

This operation is done by using a greased paddle to smooth and shape the pliable deposit of the solder. Should the solder become too cold for shaping, the flame should again be applied and withdrawn when the solder becomes pliable. Continue smoothing. These operations should be repeated until the desired shape is obtained.

When shaping a deep fill, avoid letting the mass of solder become cool and hard at the bottom; it then becomes impossible to shape. Any attempt to re-heat will melt the surface before the bottom of the fill becomes pliable enough to work. Once solder has been melted and cooled, it sets up hard and loses most of its pliable qualities in further heating.

Soldered areas should never be ground or filed while hot because the surface will peel or pit.

For cutting down welds, use a grit No. 24 disc. (closed coating). For speed in cutting down soldered

spots, use a grit No. 16 disc. This No. disc will leave a better surface for subsequent finish sanding.

Following the (dinging) operation, the fastest way to remove all surface irregularities is by using a grit No. 50 disc, as scratches left by this grit can be easily removed by following instructions previously mentioned.

There are some areas where disc sanding is not practical, such as the rear deck. There is danger of cutting into the bead if machine sanding is carried too close. To avoid damaging the metal, such areas should be hand-sanded, using a grit No. 100 cloth wrapped around a flexible file. Incorrect use of the machine grinder and/or grit may make it necessary to remove disc burrs by hand-sanding, or with an oscillating machine sander. The best results are obtained by using a grit No. 80 paper in this operation.

Featheredging

This is one of the most difficult of all sanding operations (Fig. 4), but as the majority of all metal repair jobs consist only of repairing a small section of a panel or fender, featheredging is most important.

The appearance of many a high-quality re-paint job has been ruined

by improper featheredging. This operation may be done either by hand or machine. When done by hand, a wet or dry paper grit No. 220 or 240 should be used with water.

A properly featheredged spot will prevent rings or flat spots from showing up when the finish coat is applied.

Getting the most service out of your sanding disc or paper:

If you look around your body or paint shop and inspect some of the discarded discs and sheets of sanding paper, you'll find that there is considerable service left in most of them.

Since in proper disc grinding only about one inch of the outer edge of the disc is used, when this portion becomes clogged or worn out, it may be cut off with a special tool which may be purchased from your local jobber. When this outer ring is removed the disc may be used again; this practically doubles its service. Slightly worn disc can also be used to an advantage in "roughing" work. You are also likely to find many sheets of wet or dry paper which have been discarded, but with a little soaking in water and then allowing to dry, they will be found quite serviceable.

Repairing Headlining Tear Near the Windhose

How to repair a small cut or tear in the headlining near the windhose (Fig. 1) was the subject of an item in a recent issue of *Chevrolet Service News*.

This condition may be satisfactorily repaired by the following operation and may eliminate the need for replacing the entire headlining.

1. Pry headlining retainer back and unhook the headlining from

Fig. 1





Fig. 2

the retainer hooks.

2. Cut a small strip of matching cloth which will cover the tear and provide additional headlining gripping edge.

3. Cement the small strip of matching cloth with 3-M trim cement or its equivalent to the underside of the cloth at the spot where the cut or tear occurred (Fig. 2). Trim off excess material of patch.

4. Occasionally it may be necessary to drop the headlining slightly to insure enough slack material to conceal the repaired area under the headlining retainer. The listing

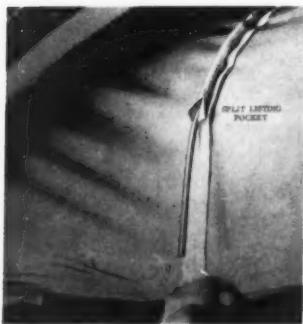


Fig. 3

pocket can be split (Fig. 3) to gain some additional slack.

5. Listing pockets adjacent to the repaired area should then be split accordingly to provide a gradual and correct contour of the headlining.

Caution: Care should be taken so that the stitches fastening the listing pocket to the headlining are not torn while splitting the listing pocket.

6. Hook headlining back on the retainer hooks and tap retainer back to its original position.

Removing Stains a Bother? Maybe This Will Help You

Fruit Stains

Dampen area well with hot water. Scrape lightly with a dull knife blade. Then rub with a cloth and hot water. If this does not remove the stain, use a good fabric cleaner after the spot has been allowed to dry.

Grease and Oil

Scrape as much as possible by using a dull knife blade. Then use a good fabric cleaner.

Ice Cream

Same as for fruit stains but may require more sponging.

Lipstick

Use fabric cleaner.

Liquor and Wine

Use same method as for fruit stains.

Mildew

Rub with a cloth wrung out in warm soap suds. Then rinse with a cloth and cold water.

Nausea

Rub stain before it has a chance to dry with a cloth wrung out in cold water. Rub remaining stain with a cloth wrung out in warm soap suds. Then rinse with a cloth and cold water.

Paint

Rub with cloth moistened in turpentine while paint is still wet. For a dry paint stain, use a paint-remover solvent.

Urine

Rub area with cloth wrung out in mild soap solution. Rinse off suds by rubbing with cloth wrung out in clear water. Sponge stain with mixture of one part household ammonia and five parts water. Rinse then with a cloth and cold water.

Shoe Polish

White is usually removed by brushing. For black and tan polish use fabric cleaner.

Water Spots

Dampen entire section with cold water. Sponge spot with a good fabric cleaner.

Information courtesy of William J. Athanson, general manager of Parts and Refinishing Materials Division, Briggs Manufacturing Co., and author of Automobile Body Repair and Paint Guide.

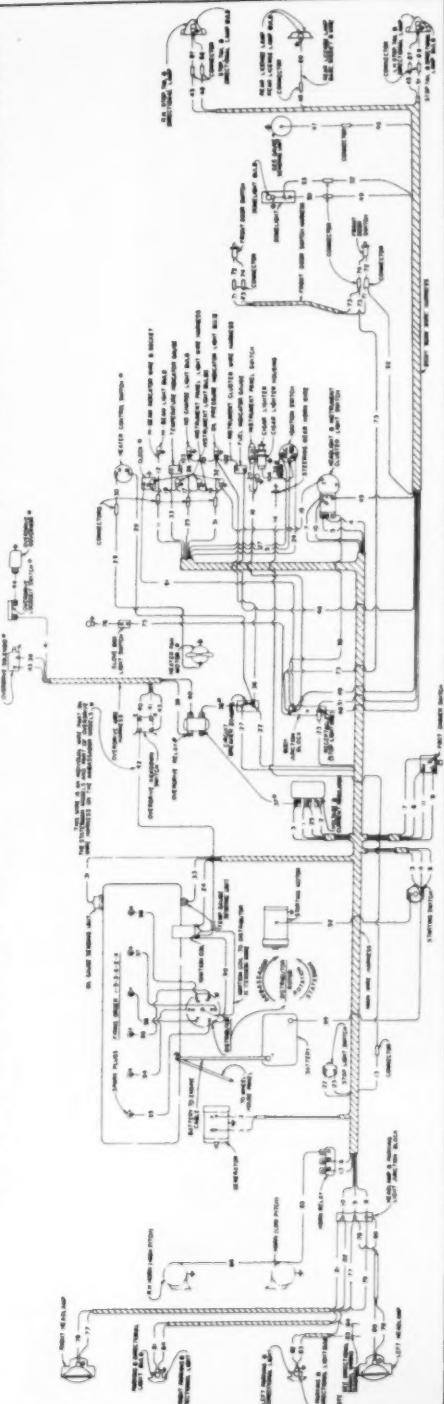
744

152

STATESMAN

MANAGEMENT

SERIES



WIRING DIAGRAM FOR 1952 NASH

SOUTHERN AUTOMOTIVE JOURNAL for JULY, 1952

EXCITINGLY NEW!

Studebaker sets the pace in eye appeal!



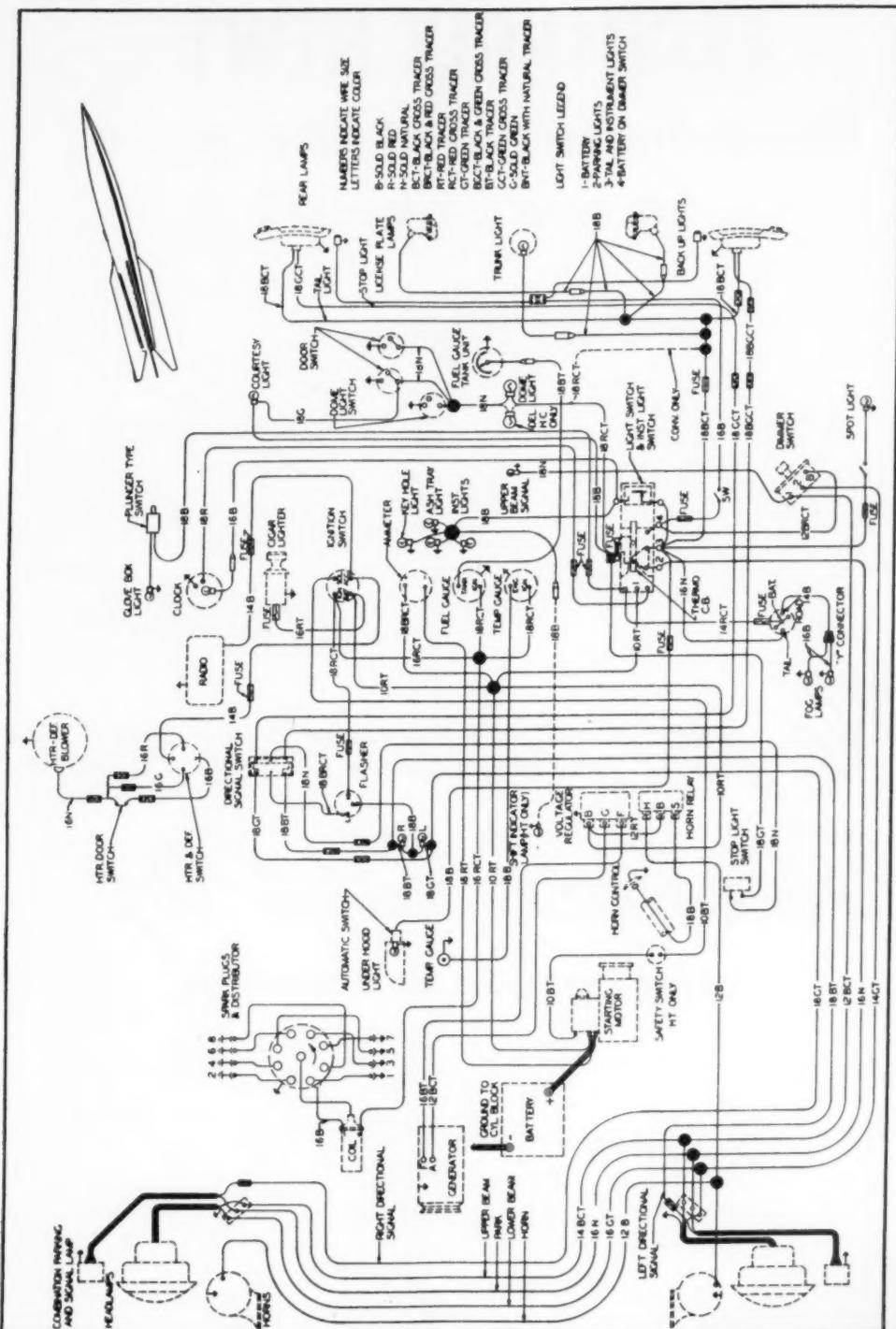
*The jet-streamed new
Starliner "hard-top"*

COMMANDER V-8 OR CHAMPION

Styled with
the swept-back grace
of a newest type
V-wing plane!

Notable gas economy!





Here's Amazing New
**ADVANCE 999
"MAT MAGIC!"**



**The New Liquid Neutral Rubber Dressing That Restores Original Lustre and Beauty
to Mats, Kick-Pads and Rubber Parts For Less Than a Half Cent Per Car!**

**YOU GET A MONEY-BACK
GUARANTEE ON EVERY
ADVANCE CENTURY PRODUCT**

- No. 761 Car Foam
- No. 664 Rubber Wax
- No. 777 White Tire Paint
- No. 555 White Sidewall Cleaner
- No. 444 Dual Cleaner
- No. 353 Insect Remover
- No. 666 Neutral Wax
- No. 400 Rubber Renewer
- No. 141 Tire Sheen

Here is a wonderful new rubber mat dressing that actually cleans as it restores original "new car" lustre and beauty to inside rubber parts. Use it on all colored floor mats, kick-pads, and other rubber parts.

ADVANCE 999 Mat Magic is a liquid neutral dressing that you can apply quickly and easily with sponge or brush. Just brush out the dust and dirt, and apply Advance 999 MAT MAGIC. Dries quickly and smoothly.

Make regular customers out of "drop-ins" by giving this extra service that costs you less than a half-cent per car!

And Advance 999 Mat Magic is guaranteed to do a perfect job or your money will be refunded.

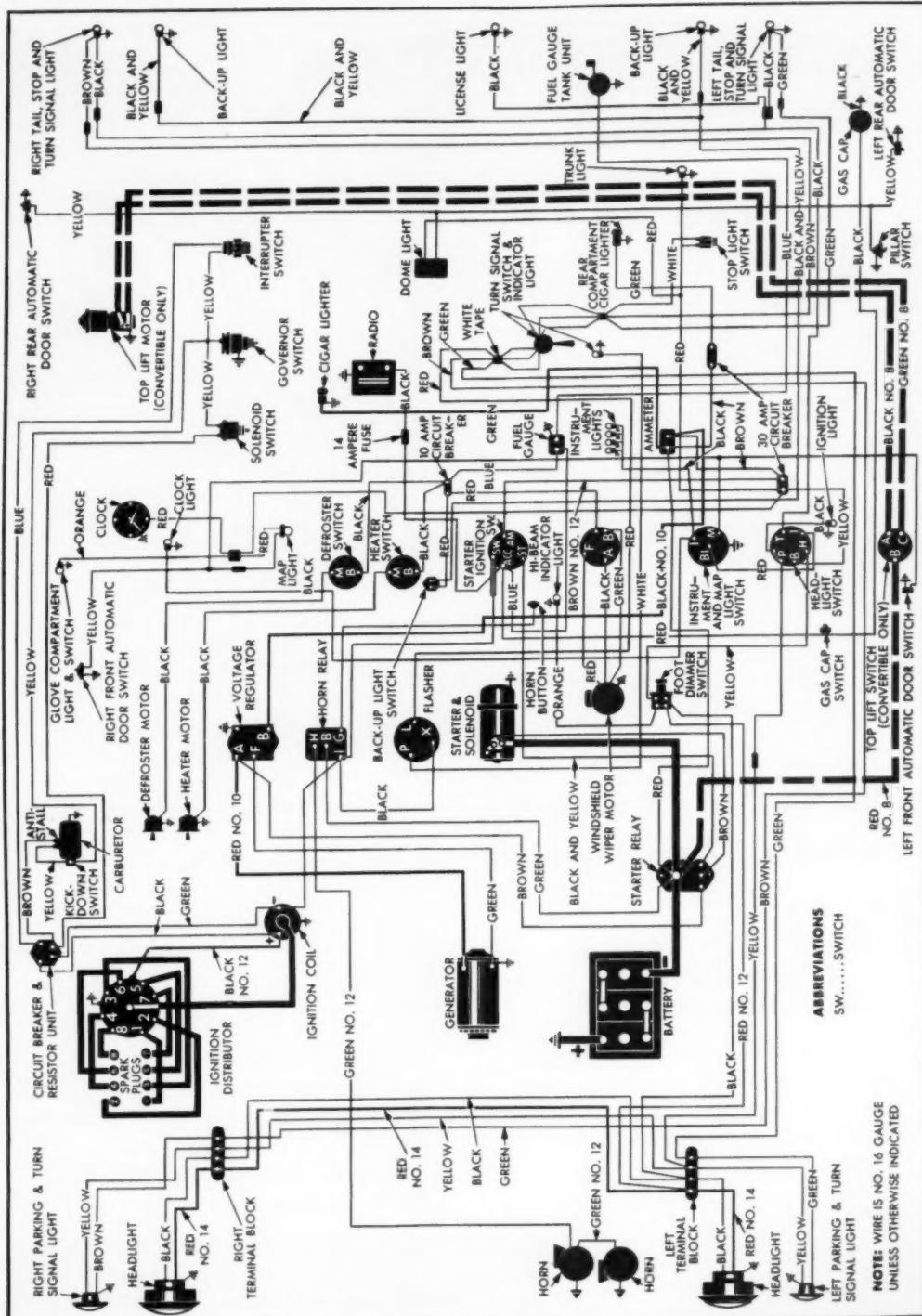
ORDER ADVANCE 999 MAT MAGIC FROM YOUR JOBBER TODAY!

Available in gallon cans—6 to the case.

ADVANCE CENTURY MFG. CO.

P. O. BOX 781

GREENVILLE 1, SOUTH CAROLINA



WIRING DIAGRAM FOR 1952 DE SOTO S-17 FIRE DOME

SOUTHERN AUTOMOTIVE JOURNAL for JULY, 1952



PAST PRESIDENT OF N. A. D. A. ENDORSES COMMERCIAL CREDIT.

Mr. R. D. McKay, president of R. D. McKay Motor Co., Wichita, Kansas, has been in the automobile business since 1914, and has used COMMERCIAL CREDIT PLAN for over 27 years. Mr. McKay says: "I like dealing with COMMERCIAL CREDIT because of the mutual friendship and respect between our organization and all the representatives of COMMERCIAL CREDIT." Contact your nearest COMMERCIAL CREDIT office for details on wholesale, factory drive-away, demonstrator and retail financing plans.



NEW ENGLAND DEALER ENTHUSIASTIC ABOUT COMMERCIAL CREDIT.

Mr. Howard Seyffer, president of the Brookshire Co., Pittsfield, Mass., changed to the COMMERCIAL CREDIT PLAN because he was dissatisfied with his previous financing arrangement. He says: "Our COMMERCIAL CREDIT representative gives us new ideas in new and used car marketing . . . holds sales meetings with our sales force, giving them many valuable pointers. Fast credit approval is especially important. I never made a wiser move than switching to COMMERCIAL CREDIT!"

**YEAR AFTER YEAR—Commercial Credit financing
is complete, competent, dependable**

COMMERCIAL CREDIT CORPORATION

A subsidiary of Commercial Credit Company, Baltimore . . . Capital and Surplus over \$125,000,000 . . . offices in principal cities of the United States and Canada.



CURRENT PASSENGER-CAR SPECIFICATIONS

Engine and Equipment

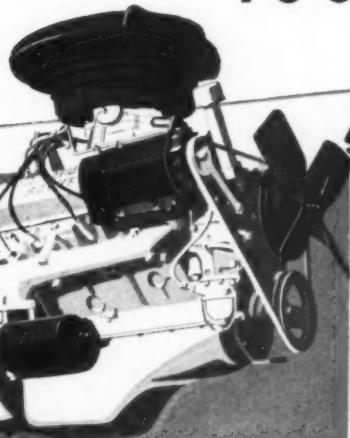
MAKE AND MODEL	Side Wheelbase	No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P. at R. P. M.	Max. Power H. P. at R. P. M.	Camshaft Drive	ENGINE			Main Bearings	RINGS	OIL	Air Cleaner	Oil Filter	Viba. Damper	Carburetor
							No. Size Comp.	No. Size Oil	Crankcase (gts.)							
BUICK 40 Special	121 1/2	8I	3 1/8 x 4 1/8	32.51	120 @ 3600	Ch	5	2-0937	1-1875 1-1865	6 1/2	OB	Y	Y	St-Ca		
BUICK 50 Super (except Model 52)	121 1/2	8I	3 1/8 x 4 1/8	32.51	124 @ 3600	Ch	5	2-0937	1-1875 1-1865	6 1/2	OB	Y	Y	St-Ca		
BUICK Model 52	125 1/2	8I	3 1/8 x 4 1/8	32.51	124 @ 3600	Ch	5	2-0937	1-1875 1-1875	6 1/2	OB	Y	Y	St-Ca		
BUICK 70 Roadmaster (except Model 72)	126 1/2	8I	3 1/8 x 4 1/8	37.81	152 @ 3600	Ch	5	2-0937	1-1875 1-1865	8	OB	Y	Y	St-Ca		
BUICK Model 72	130 1/2	8I	3 1/8 x 4 1/8	37.81	170 @ 3800	Ch	5	2-0937	1-1875 1-1865	8	OB	Y	Y	St-Ca		
CADILLAC 62	126	V8I	3 1/8 x 3 5/8	46.5	190 @ 4000	Ch	5	2-0781	1-1875 1-1865	5	OB	N ¹	Y	Ca-RP		
CADILLAC 60 (Fleetwood)	130	V8I	3 1/8 x 3 5/8	46.5	190 @ 4000	Ch	5	2-0781	1-1875 1-1875	5	OB	N ¹	Y	Ca-RP		
CADILLAC 75	146 1/2	V8I	3 1/8 x 3 5/8	46.5	190 @ 4000	Ch	5	2-0781	1-1875 1-1875	5	OB	N ¹	Y	Ca-RP		
CHEVROLET Styleline & Fleetline Special & DeLuxe	115	6I	3 1/8 x 3 5/8	29.4	92 @ 3400	G	4	2-1237	1-1863 1-1863	5	OB	N ¹	Y	RP		
CHEVROLET Styleline & Fleetline (with Powerglide Drive)	115	6I	3 1/8 x 3 5/8	30.4	105 @ 3600	G	4	2-1237 (1-0932)	1-1863 1-1863	5	OB	N ¹	Y	RP		
CHRYSLER Windsor & DeLuxe	125 1/2	6L	3 1/8 x 4 1/8	28.26	118 @ 3600	Ch	4	2-0937	2-1862	5	OB	Y	Y	Ca		
CHRYSLER N. Y. & Imperial	131 1/2	V8I	3 1/8 x 3 5/8	46.51	180 @ 4000	Ch	5	2-0781	2-1875	5	OB	Y	Y	Ca		
CHRYSLER Crown Imperial	145 1/2	V8I	3 1/8 x 3 5/8	46.51	180 @ 4000	Ch	5	2-0781	2-1875	5	OB	Y	Y	Ca		
CROSLEY Model CD	80	4I	2 1/2 x 2 1/2	10	26.5 @ 5400	G	5	2-0625	2-155	2	OB	Y	N	T		
De SOTO S-15 DeLuxe & Custom	125 1/2	6L	3 1/8 x 4 1/8	28.26	116 @ 3600	Ch	4	2-0937	2-1862	5	OB	Y	Y	Ca		
De SOTO S-17 Fire Dome	125 1/2	V8I	3 1/8 x 3 5/8	42.05	160 @ 4400	Ch	4	2-0781	2-1866	5	OB	Y	Y	Ca		
DODGE Wayfarer	115	6L	3 1/8 x 4 1/8	25.35	103 @ 3600	Ch	4	2-0937	2-1862	5	OB	N	N	St		
DODGE Coronet & Meadow	123 1/2	6L	3 1/8 x 4 1/8	25.35	103 @ 3600	Ch	4	2-0937	2-1862	5	OB	Y	Y	St		
FORD Main. & Cust. 6	115	6I	3.56 x 3.60	30.4	101 @ 3500	Ch	4	2-0935	1-1865	4	DM	Y	N	Ho		
FORD Main. & Cust. 8	115	8I	3.19 x 3.75	32.5	116 @ 3800	Ch	4	2-0935	2-1865	4	DM	Y	N	Ho & O		
FRAZER Std. & Man.	123 1/2	6L	3 1/8 x 4 1/8	26.3	115 @ 3650	Ch	4	2-0925	2-1850	5 1/2	OB	Y	Y	Ca		
HUDSON Pacemaker	119 1/2	6L	3 1/8 x 3 5/8	30.45	112 @ 4000	Ch	4	2-078	2-186	7	OB	Y	Y	Ca		
HUDSON Commodore 6	123 1/2	6L	3 1/8 x 4 1/8	30.45	127 @ 4000	Ch	4	2-078	2-186	7	OB	Y	Y	Ca		
HUDSON Commodore 8	123 1/2	8I	3 x 4 1/2	28.8	128 @ 4200	G	5	2-0925	2-187	7	OB	Y	Y	Ca		
HUDSON Hornet	123 1/2	6L	3 1/8 x 4 1/2	34.88	145 @ 3800	Ch	4	2-078	2-186	7	OB	Y	Y	Ca		
KAISER Spec. & DeLuxe	118 1/2	6L	3 1/8 x 4 1/8	26.3	115 @ 3650	Ch	4	2-0925	2-1850	5 1/2	OB	Y	Y	Ca		
HENRY 6	100	4L	3 1/8 x 3 5/8	15.63	68 @ 4000	G	3	2-0925	1-186	4	OB	N ¹	Y	Ca		
HENRY J DeLuxe	100	6L	3 1/8 x 3 5/8	23.44	80 @ 3800	G	4	2-0925	1-186	5	OB	N ¹	Y	Ca		
LINCOLN Cosmopolitan	123	V8I	3.80 x 3.5	46.2	160 @ 3900	Ch	5	2-0775	1-186	5	OB	Y	Y	Ho		
LINCOLN Capri	123	V8I	3.80 x 3.5	46.2	160 @ 3900	Ch	5	2-0775	1-186	5	OB	Y	Y	Ho		
MERCURY	118	V8I	3.19 x 4	32.5	125 @ 3700	G	3	2-0930	2-186	4	DM	Y	N	Ho		
NASH Statesman	114 1/2	6L	3 1/8 x 4 1/8	26.1	88 @ 3800	Ch	4	2-0930	2-1547	5	OB	N	Y	Ca		
NASH Ambassador	121 1/2	6I	3 1/2 x 4 1/8	26.1	120 @ 3700	Ch	7	2-0930	2-1547	6	OB	N	Y	Ca		
NASH Rambler	100	6L	3 1/2 x 3 5/8	25.1	82 @ 3800	Ch	4	2-0930	2-1547	5	OB	N	Y	Ca		
OLDSMOBILE DeLuxe 88	120	V8I	2 x 3	45.0	145 @ 3600	Ch	5	2-078	1-1875	5	OB	N ¹	Y	Ca-RP		
OLDSMOBILE Super 88	120	V8I	2 x 3	45.0	160 @ 3600	Ch	5	2-078	1-1875	5	OB	N ¹	Y	Ca-RP		
OLDSMOBILE Classic 98	124	V8I	2 x 3	45.0	160 @ 3600	Ch	5	2-078	1-1875	5	OB	N ¹	Y	Ca-RP		
PACKARD "200"	122	8L	3 1/8 x 3 5/8	39.2	135 @ 3600	Ch	5	2-0937	1-1875	7	OCM	Y	Y	Ca		
PACKARD "300"	127	V8I	3 1/8 x 4 1/8	39.2	150 @ 3600	Ch	5	2-0937	1-1875	7	OB	Y	Y	Ca		
PACKARD "400"	127	V8I	3 1/8 x 4 1/8	39.2	155 @ 3600	Ch	9	2-0937	1-1875	7	OB	Y	Y	Ca		
PLYMOUTH P-22 Concord	111	6L	3 1/8 x 4 1/8	25.35	97 @ 3600	Ch	4	2-0937	2-1562	5	OB	Y	N	Ca		
PLYMOUTH P-23 Cambridge and Cranbrook	118 1/2	6L	3 1/8 x 4 1/8	25.35	97 @ 3600	Ch	4	2-0937	2-1562	5	OB	Y	N	Ca		
PONTIAC 6 Model 25	120	6L	3 1/8 x 4 1/8	30.4	100 @ 3400	Ch	4	2-0937	1-1873	5*	OB	N	Y	RP		
PONTIAC 8 Model 27	120	6L	3 1/8 x 3 5/8	36.4	118 @ 3600	Ch	5	2-0937	1-1873	5*	OB	N	Y	Ca		
STUDEBAKER Champion 10G	115	6L	3 x 6	21.6	85 @ 4000	G	4	d	1-1562	5	OB	A	Y	Ca		
STUDEBAKER Commander H.	115	V8I	3 1/8 x 3 5/8	36.4	120 @ 4000	G	5	2-078	1-1865	6	OB	A	Y	St		
STUDEBAKER Land Cruiser H.	119	V8I	3 1/8 x 3 5/8	36.4	120 @ 4000	G	5	2-078	1-1865	6	OB	Y	Y	St		
WILLYS Jeepster & Sta. Wag.	104	4F	3 1/8 x 4 1/8	15.6	72 @ 4000	G	3	2-0937	1-1873	4	OB	N ¹	Y	Ca-Zn		
WILLYS Jeepster & Sta. Wag.	104	6L	3 1/8 x 3 5/8	25.4	72 @ 4000	G	4	2-0937	1-1873	5	OB	N ¹	Y	Ca-Zn		
WILLYS Aero Ace & Aero Wing	108	6F	3 1/8 x 3 5/8	25.4	90 @ 4200	G	4	2-0937	1-1873	5	OB	N ¹	Y	Ca		

ABBREVIATIONS

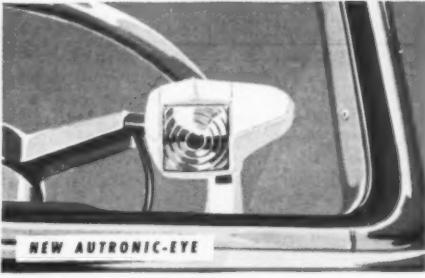
DM—Dry Mesh	I—Valve in head	N—No	St—Stromberg
d—Top. 0937, Middle 125	j—"88," 119 1/2; "98," 122	OB—Oil bath	T—Tillotson
F—F Head motor	L—L head	OCM—Oil-coated mesh	Y—Yes
G—Gear	N—Optional at extra cost	RP—Rochester Products	Zn—Zenith
Ho—Holley			

OLDSMOBILE'S NEW

160 H.P. "ROCKET"



PLUS...



OLDSMOBILE

DIVISION OF GENERAL MOTORS CORPORATION • LANSING, MICHIGAN

SOUTHERN AUTOMOTIVE JOURNAL for JULY, 1952

GREATEST LINE-UP OF FEATURES A DEALER EVER OFFERED!

The famous "Rocket" Engine in the brilliant Super "88" gives more power per dollar than any other car on the road! New Hydra-Matic Super Drive delivers that power smoothly and effortlessly. GM Hydraulic Steering makes it far easier to park, to steer, to take sharp curves. Interiors are truly luxurious in every detail. The rigid, rugged new Oldsmobile chassis is a firm foundation for the famous "Rocket Ride." The revolutionary Autronic-Eye dims headlights automatically. Features like these keep Oldsmobile rocketing to new records in demand!

CURRENT PASSENGER-CAR SPECIFICATIONS

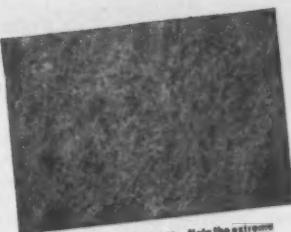
Timing, Battery, Brakes, Etc.

MAKE AND MODEL	IGNITION AND TIMING							Battery	Clutch Facings			Brakes				
	Breaker Gap (.0)	Cam Angle (degrees)	Breaker Point Arm Tension (oz.)	Spark Plug Gap (.0)	Tapet Clearance Intake (.0)	Tapet Clearance Exhaust (.0)	Intake Valve Precess to a TDC		Cap. and Ter. Gd.	Cool. System (Qs.) No Heater	Make	Thickness	Outside Diameter	Inside Diameter	Type	Parking Brake
BUICK 40 Special	12 1/2-17 1/2	50X	19-23	23-28	04	04	13 1/2b	63-73	100N	12	O	.125	10	6	H	RW
BUICK 50 Super	12 1/2-17 1/2	50X	19-23	23-28	04	04	14 1/2b	63-73	100N	12	O	.125	10	6	H	RW
BUICK 70 Roadmaster	12 1/2-17 1/2	50X	19-23	23-28	04	04	14 1/2b	63-73	120N	18	Non	used			H	RW
CADILLAC 60, 62 & 75	10-15	31	19-23	35	au	au	14 1/2b	70	115N	19	L ²	.137	11	7	H	RW
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	18	34	17-21	35	06b	13b	1 1/2a	70-80W	100N	15	O	.135	9 1/2	6 1/2	H	RW
CHEVROLET Sty. & Fleet. (with Powerglide Drive)	18	34	17-21	35	d	d	16 1/2b	70-80W	100N	15	Non	used			H	RW
CHRYSLER Wind. & DeLuxe	18-20	34 1/2-38	17-20	35	08b	10b	12 1/2b	65-70	120P	15	Bb	.125	9 1/2	7 1/2	H	Pa
CHRYSLER N. Y. & Imperial	15-18	34-36	17-20	35	au	au	15 1/2b	80-85	135P	25	Bb	.125	10 1/2	6 1/2	H	Pa
CHRYSLER Crown Imperial	15-18	34-36	17-20	35	au	au	15 1/2b	80-85	135P	25	O	.125	10 1/2	6 1/2	H	Pa
CROSLEY Model CD	20	46	17-20	25	06	09	5 1/2b	No	90P	4	O	.125	6 1/2	4 1/2	H	RW
DE SOTO S-15-1 DeLuxe	20	34 1/2-38	17-20	35	08b	10b	12 1/2b	60-65	120P	15	Rb	.125	10	7	H	Pa
DeSOTO S-15-2 Custom	20	34 1/2-38	17-20	35	08b	10b	12 1/2b	60-65	120P	15	Bb	.125	9 1/2	6	H	Pa
DeSOTO S-17 Fire Dome	17	32-36	17-20	35	au	au	12 1/2b	80-85	120P	22	Bb	.125	10 1/2	6 1/2	H	Pa
DODGE Cor., Mead. & Way.	20	34 1/2-38	17-20	35	08b	10b	8 1/2b	EW	105P	14	T	.125	9 1/2	6	H	Pa
FORD Main. & Cust. 6	24-26	35-38	17-20	34-37	15b	15b	18 1/2b	65-70	100P	15	L	.125	9 1/2	6	H	RW
FORD Main. & Cust. 8	14-16	26-28 1/2	17-20	29-32	13-15c	17-19c	5 1/2b	65-70	100P	22	L	.125	9 1/2	6	H	RW
FRAZER Std. & Man.	20	38	17-20	32	14	14	10 1/2b	30-35c	100P	13	T	.125	9 1/2	6	H	RW
HUDSON Pacemaker	20	39	17-20	32	08b	10b	26 7 1/2b	60-65	100P	18 1/2f	O	.203	8.687	5 1/2	S	RW
HUDSON Commod. 6 & Hornet	20	39	17-20	32	08b	10b	26 7 1/2b	60-65	100P	18 1/2f	O	.203	9.8125	6.375	S	RW
HUDSON Commodore 8	17	27	17-20	32	08b	10b	10 1/2b	45-50	120P	18 1/2f	O	.203	9.8125	6.375	S	RW
KAISER Spec. & DeLuxe	20	31-37	17-20	32	14	14	10 1/2b	30-35c	100P	13 1/2	Bb	.125	9 1/2	6	H	RW
HENRY J	20	41 1/2-41	17-20	30	16	16	9 1/2b	60-65	100P	10.8	Bb	.132	8 1/2	5 1/2	H	RW
HENRY J DeLuxe	20	38 1/2-41	17-20	30	16	16	5 1/2b	60-65	100P	9	Bb	.138	8 1/2	5 1/2	H	RW
LINCOLN Cosmopolitan	14-16	26-28 1/2	17-20	29-32	O	O	18 1/2b	J	120P	22 1/2	No	used			H	RW
LINCOLN Capri	14-16	26-28 1/2	17-20	29-32	O	O	18 1/2b	J	120P	22 1/2	No	used			H	RW
MERCURY	14-16	26-28 1/2	17-20	29-32	13-15c	17-19c	5 1/2b	J	100P	22 1/2	Bb	.125	10	6 1/2	H	RW
NASH Statesman	22	31-37	17-21	30	15b	15b	6 1/2b	57-60	100P	K	Bb	.125	8	5 1/2	H	RW
NASH Ambassador	22	31-37	17-21	30	15b	18b	12 1/2b	57-60	105P	K	Bb	.125	10	7	H	RW
NASH Rambler	22	31-37	17-21	30	16c	18c	6 1/2b	57-60	90P	11	Bb	.125	8	5 1/2	H	RW
OLDSMOBILE 88 & 98	16	26-33	19-23	30	au	au	13 1/2b	60-70W	115N	21 1/2	L	.136	10.5	7	H	RW
PACKARD "200"	17	Z	U	23-28	07b	10b	15 1/2b	60-62	100P	20	L	.125	10	6 1/2	H	RW
PACKARD "300"	17	Z	U	23-28	au	au	15 1/2b	60-62	100P	20	L	.125	10 1/2	6	H	RW
PACKARD "400"	17	Z	Z	17-20	23-28	au	au	60-62	120P	20	au	au	au	au	H	RW
PLYMOUTH P-22 Concord	20	34 1/2-38	17-20	35	10b	10b	12 1/2b	65-70	100P	13	T	.125	9 1/2	6 1/2	H	Pa
PLYMOUTH P-23 Cambridge and Cranbrook	20	34 1/2-38	17-20	35	10b	10b	12 1/2b	65-70	100P	13	T	.125	9 1/2	6 1/2	H	Pa
PONTIAC 6 Model 25	22	37	17-20	23-28	11b	13b	5 1/2b	60W	100N	18 1/2	L	.125	9 1/2	6	H	RW
PONTIAC 8 Model 27	16	30	19-23	23-28	11b	13b	5 1/2b	60W	100N	19 1/2	L	.125	10	6 1/2	H	RW
STUDEBAKER Champ. 10G	20	38	17-20	22-27	16c	16c	15 1/2b	46-50W	100P	10	Bb	.125	8	5 1/2	H	RW
STUDEBAKER Comdr.	13-18	22-29	17-20	33-37	14-16	14-16	11b	46-50W	100P	17 1/2	Bb	.125	9 1/2	6	H	RW
STUDEBAKER Land C. H.	13-18	22-29	17-20	33-37	14-16	14-16	11b	46-50W	100P	17 1/2	Bb	.125	9 1/2	6	H	RW
WILLYS Jeepster & Sta. Wag.	20	51	17-21	30	18	16	9 1/2b	60-65	100N	11	Bb	.135	8 1/2	5 1/2	H	RW
WILLYS Jeepster & Sta. Wag.	20	38 1/2	17-21	30	14	14	5 1/2b	60-65	100N	9	Bb	.135	8 1/2	5 1/2	H	RW
WILLYS Aero Ace & Aero Wing	20	39	17-20	30	18	16	9 1/2b	60-65	100N	11	T	.135	8 1/2	5 1/2	H	RW

ABBREVIATIONS

1—10" on Del. with std. gear transmission.
 2—Total dwell for two points: 26° to 28° for each breaker.
 3—Hydra-Matic Trans. Std. on 62-60 Series.
 4—Each point. Total effective dwell 34° to 36°.
 5—114 with Auburn facing
 6—6" on Windsor Del. with self-adjusting, self-centering
 a—After
 au—Automatic
 b—Before
 Bb—Borg & Beck
 d—Hydraulic valve lifters
 E—Nuts 52 to 57, cap screws 65 to 70
 f—Without heater. With heater add 1 qt.
 H—Hydraulic
 h—Hot
 J—85 on cast-iron head, 45 on aluminum head
 K—Studebaker 15, Ambassador 18 with heater
 L—Long Mfg.
 N—Negative
 O—Open
 P—Positive
 Ps—Propeller shaft, rear transmission head
 RW—Rear service brake
 S—Duo Servo
 T—Borg & Beck, or Auburn
 U—Auto-Lite 17-20, Delco 17-21
 W—Warm
 X—Do not recommend using dwell meter for setting breaker point gap
 y—Tolerance of one degree, plus or minus, allowed in adjusting
 E—Auto-Lite 27, Delco 31

Your eye tells you... which is best!



Densite Filtering Material*—Note the extreme density of the fibres, the microscopically tiny openings through which oil must travel, the tremendous surface area of fibres to which dirt adheres.



Cotton Waste Type Medium*—Note the comparatively large spaces through which oil and dirt may pass. Compare the number of separate fibres and the area of fibre surfaces.



Paper Pack*—Note the "spotty" construction, heavy in certain areas, sparse in others. Paper is only a few thousandths of an inch thick. Light spots indicate voids through which dirt particles may pass.

*Each of the three photomicrographs above is enlarged 25 diameters.

● Here, at last, is a truly efficient oil filter cartridge—Hastings gets oil cleaner every time, keeps oil cleaner for a longer time.

The reason is Densite—a material never before used in filtration. Densite is made from specially-selected raw cotton fibres—springy, lively fibres—densely-packed, interlocked in every direction, distributed uniformly throughout.

Millions of Fibres—A count from a weighed section of Densite shows there are millions of tiny fibres in every cartridge—more than 5½ million to the ounce. These fibres have a definite attraction for oil impurities. They contain a high percentage of natural wax, and are nearly impervious to water—the enemy of efficient filtration.

Greater Filtering Area—So tightly are these fibres packed, oil must flow through countless tiny openings and pass many surfaces of fibres. Any foreign or solid matter in the moving oil clings to these fibres. Each fibre works independently, exposing its entire surface to the oil. The cartridge filters until every surface of every fibre is coated.

Compatible with All Oils—Densite fibres are not

chemically-treated. They will not remove or destroy any additives or affect blended oils.

No Channeling or By-Passing—The compression of Densite fibres forms an unbelievably-dense body with amazing uniformity. This prohibits channeling or by-passing. There are no soft spots, no voids, no hard spots. Even after the Hastings cartridge is completely expended, it retains its original shape. The body cannot shrink or settle down. And the short ends of fibres cannot escape from the cartridge—so there is no migration of filtering substance.

Proved by Laboratory Tests—Laboratory tests—conforming to those recommended by the National Bureau of Standards, and witnessed by representatives of the Pittsburgh Testing Laboratory—prove conclusively that the Hastings Cartridge keeps oil cleaner, removes more dirt, for a longer time.

Write for Illustrated Catalog—Oil Filter Division, Hastings Manufacturing Company, Hastings, Michigan (Oil Filters, Piston Rings, Spark Plugs, Casite, Drout)

Gets Oil Cleaner Everytime—Keeps Oil Cleaner All the Time

LIFTING CONTROLS

Though expressing strong hope that controls on the automotive industry can be lifted by Dec. 31, manufacturers of passenger cars agreed last month it would be a mistake to tamper with unit-production controls or weaken CMP

until all controls, with the possible exception of limitations on copper and nickel, can be eliminated.

The recommendation that controls be banished as quickly as possible so the industry can return to the free-enterprise system was reiterated by the Passenger Car Manufacturers Industry Advisory

Committee at the meeting.

The industry men said steel controls should be removed first because steel and iron represent about 80 per cent of the total weight of each car. The use of copper, aluminum and nickel in each unit is negligible proportionately, committee members said.

The car builders challenged reports indicating that steel and aluminum are in short supply. They said steel-making facilities and finishing capacity are adequate to handle the industry's requirements and that aluminum plants are "begging for orders and have unused capacity."

Members were particularly optimistic over the sales situation. NPA reported the industry to be in an "exceedingly healthy condition," especially since the lifting of Regulation W. Committee members said business had improved beyond expectation as a result.

UNCONTROLLED "ORPHANS"

"Orphan" cars and cars more than 20 years old have been exempted from price controls by a recent amendment to OPS General Overriding Regulation 9.

An "orphan" car is a discontinued make, in the terminology of the trade. Some examples are Hupmobile, Dusenberg and Reo. If the manufacturer was not in business June 24, 1950, the car is considered exempt from price controls.

The exemption age for antique cars formerly was 25 years, now lowered to 20 years.

REVOKING WRECKING ORDER

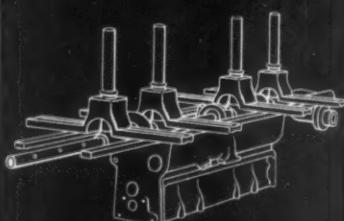
Early revocation of Order M-92, which requires inventory reports, limits acceptance of used-car deliveries and makes wreckers subject to allocation directives, has been recommended by the Auto Wreckers Industry Advisory Committee.

The order has achieved its objective of expediting the flow of scrap to steel mills, the wreckers said. At the end of April, NPA said, 165 mills reported about a 60-

SAVE ONE HOUR PER JOB!

Ammco Centering Fixture: IN

Centering Rings: OUT

Ammco model 400 Line Boring Machine accurately bores main and camshaft bearings from 1 1/8" to 4 1/8" diameter on all cars and trucks

See your Ammco jobber or write for details

AMMCO TOOLS, INC.

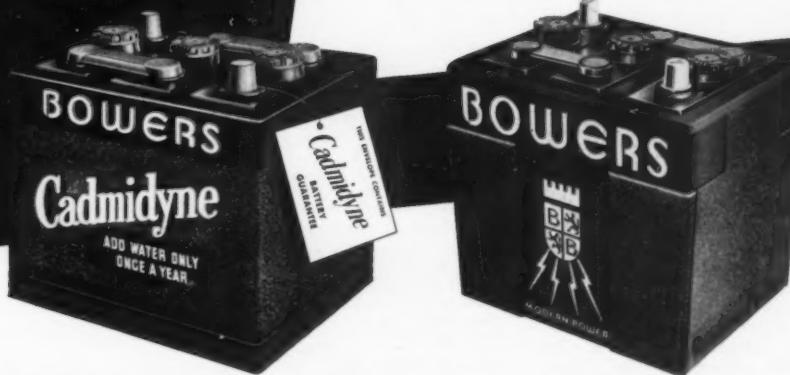



Keep your customers "sold" with...

MORE Buying

MORE Driving

POWER
POWER



BOWERS battery dealers have twice as much chance of clinching the sale to every battery prospect because they offer two big values in two great batteries. Bowers CADMIDYNE is America's most talked about battery . . . it needs water

only ONCE A YEAR under normal driving conditions. Guaranteed in writing for 27 months or 27,000 miles. And the regular line of Bowers batteries have been famous for top quality for over 30 years. Whichever Bowers you sell, you're positively offering every motorist "THE BEST BUY" for the money! You'll keep them "sold" by putting more BUYING POWER in their wallets and more DRIVING POWER in their cars. Get the facts today!

Where there's more
in every deal

BOWERS
BATTERY & SPARK PLUG CO. • READING, PA.

day supply of scrap available, compared with January when inventories were as low as three to five days.

DIRECTING VEHICLE DIVISION

Robert Cass has been appointed director of the Motor Vehicle Division of the National Production Authority. Cass had been deputy director since 1951. He succeeds Courtney Johnson, who has re-

turned to his position as assistant to the board chairman and president of The Studebaker Corp.

TRANSFERRING AGENCIES

Transfer of ownership of an agency that sells new automobiles does not affect the ceiling prices that the agency may charge for preparing and conditioning a new car for delivery if the agency was in operation during the base period of Jan. 26-Feb. 24, 1951.

Owners of newly-established automobile agencies not in operation during the base period must use their closest competitor's charge for preparation and conditioning, according to the OPS.

There has been some confusion in cases of transfer of ownership, OPS explained. The confusion concerned the correct legal interpretation of Section 7, Ceiling Price Regulation 83, which is the clause affecting these charges.

CONDITIONING NEW CARS

A dealer who made no charge for preparing and conditioning new cars for delivery during the base period of Jan. 26 to Feb. 24, 1951, is not now permitted to make a charge for such services, the OPS has announced, in answer to inquiries from dealers.

If a dealer can establish that he made a charge for preparing and conditioning as established by his books of account or other records during the base period, his present charges are based on those records.

If the conditioning charge was listed separately on invoices, the charge is determined from invoices. If a dealer did not state such charges separately either in his invoices or books of accounts, he may compute conditioning charges from his books of account by subtracting definitely ascertainable charges from lump charges or by relating them to his cost of preparation and conditioning.

RETAINING CONTROLS

Retention of CMP and unit-production controls until such time as both can be abandoned completely and simultaneously was recommended by the Motor Truck Manufacturers Industry Advisory Committee at a meeting last month.

Supporting a "let's-wait-and-see-what-happens" policy, the manufacturers said partial controls can be just as disrupting to the civilian economy as full controls.

Any "open-ending" of CMP—permitting the cashing of CMP tickets up to a certain date and then allowing a wild scramble for materials after defense needs are first met—would create considerable confusion in U. S. industry, committee members said.

MONKEY GRIP

the
ORIGINAL
Blunt Diamond SIZZLE PATCHES

Yes, Monkey Grip is the ORIGINAL Blunt Diamond Sizzle Patch . . . the originator of the shape that repairs all types of tube injuries. The Monkey Grip Blunt Diamond Sizzle Patch is as long as an oblong and wide as a round and does the work of both. Cut inventory and increase profits with Monkey Grip Sizzle Patches!



The Patch with FILLER TABS

The Filler Tab provides a plug for the tube injury and allows you to remove Holland cloth without picking at the edges.

Faster Firing FUEL BOARD

No need to fan or blow this "souped-up" sizzle board. It burns quickly and evenly, fires instantly with only a touch.



ONE SHAPE,
TWO SIZES . . .

... For ALL tube repairs. Cut inventory in half. Faster turnover for greater profits.



MAIL THIS COUPON TODAY
and receive a free sample
and catalog with the name of your job.



MONKEY GRIP SALES COMPANY

5320 HARRY HINES BLVD. • DALLAS, TEXAS

Gatke

BRAKE LINING

For the man who wants the best



ask your GATKE Jobber or write

GATKE CORPORATION, 221-223 LaSalle St., Chicago 1, Ill.

Manufacturers of

ASBESTOS BRAKE LINING FOR EVERY PURPOSE • •

MOULDED ASBESTOS FRICTIONS—ALL SHAPES AND SIZES • •

MOULDED FABRIC BEARINGS SERVING ALL INDUSTRIES • • • ASBESTOS TEXTILES

Readers are invited to contribute to—

SHOP TALK

WHAT ABOUT OVERDRIVE?

Bristow, Okla.

Dear Sir:

In reading through your publication for May, I came upon an article that was of particular interest to me and I would appreciate a little more information on the subject. The article is the one on the

1952 Plymouth overdrive.

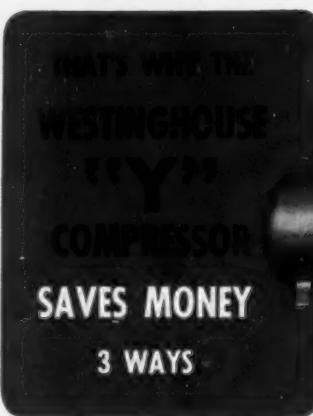
Can the overdrive unit be adapted to any other model than the 1952, such as the '49 or '50? Is the unit offered in kit form?

I would appreciate any information you can give me on the unit.

GEORGE BACK, JR.,
Standard Auto Parts

Our latest information on in-

IT HOLLERS FOR HELP BEFORE IT'S HURT—



Accessories For The Work

PRESSURE REDUCING VALVES

Durable, dependable . . . supplied in varying capacities and for pressures ranging from 5 to 250 lbs.



WATER-COOLED AFTERCOOLERS

Remove moisture . . . deliver dry air to machines. The Westinghouse Type "W" aftercooler is furnished in a full range of sizes.



"SAVAIR" COCKS

Two-way, three-way, and four-way, key type cocks. Available in sizes ranging from $\frac{1}{4}$ " to 2".



INDUSTRIAL
PRODUCTS
DIVISION

WESTINGHOUSE
AIR BRAKE COMPANY
WILMINGTON, PENNA.



Factory Branch: EMERYVILLE, CALIF. Distributors throughout the United States . . . Consult your Classified Directory. Distributed in Canada by: Canadian Westinghouse Co., Ltd., Hamilton, Ontario.

A column of informal comments about the automotive trade and its problems.

stalling this unit on cars not factory equipped indicates that it is designed for 1952 and 1951 Plymouths only. It is supplied as an accessory kit and is available through Chrysler-Plymouth dealers.

ENCORE, PLEASE

The headquarters office of the North Carolina Automobile Dealers Association has received numerous requests from around the country for details on the skit, "A Day in the Life of a Dealer," presented at its recent convention.

The skit included typical people and incidents, both serious and ludicrous, that an automobile dealer encounters from day to day.

ANOTHER REGULATOR

Brownfield, Texas

Gentlemen:

I was reading in your Shop Talk about John A. Anders of Hendersonville, N. C., requesting the February, 1950, issue of SOUTHERN AUTOMOTIVE JOURNAL which had an article concerning the servicing of Ford voltage regulators. I would like very much to have one also.

MACK PICKETT,
Tudor Sales Co.

Glad to be able to send you a copy also.

MAKING HOT RODS

Rome, Ga.

Gentlemen:

Please send us information regarding converting stock engines into hot-rod engines.

W. C. REED,
Harry's Auto Parts Co.

Honest Charlie's Speed Shop, Chattanooga, Tenn., is a shop near you that specializes in this type of work.

Please address any comments to: Shop Talk, Southern Automotive Journal, 2006 Peachtree St., N. E., Atlanta 5, Ga.

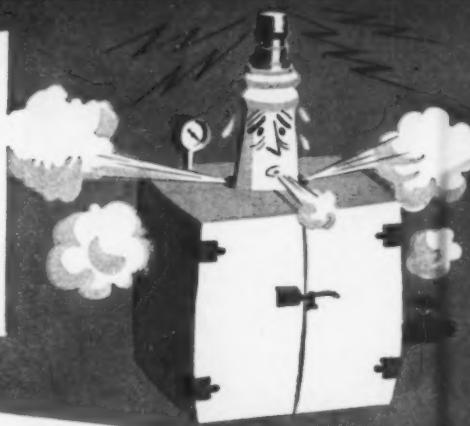
SERVICE TIPS

MōPAR



1. Use a spark plug that's hot enough for the job!

A peek at a spark plug's electrodes will tell you whether it's been running too cold. Hard, scaly carbon deposits on the shell, electrodes, and insulator tip—or heavy, black sludgy deposits between insulator and shell—mean that you should put in a spark plug that's hotter.



JULY IS MōPAR VACATION
CHECK UP MONTH!



2.

For better performance depend on MōPAR electrical system parts

Genuine Chrysler Corporation Parts
for Plymouth, Dodge, De Soto, Chrysler
cars, and Dodge "Job-Rated" trucks

You can count on smoother, better performance with MoPar spark plugs, condensers, coils, batteries, and other electrical system parts.

They're factory-engineered . . . factory-inspected . . . and supplied by Chrysler Motors Parts Corporation. That's assurance of complete customer satisfaction.

Remember, too, that you can get all the MoPar parts and accessories you need *right now*. And you can get 'em in a hurry from any Plymouth, Dodge, De Soto, or Chrysler dealer and from many general service and repair shops.



DISPLAY THIS SIGN to let people know you recommend and install MoPar parts. For details, write Advertising Dept., Chrysler Motors Parts Corporation, Detroit 31, Michigan.

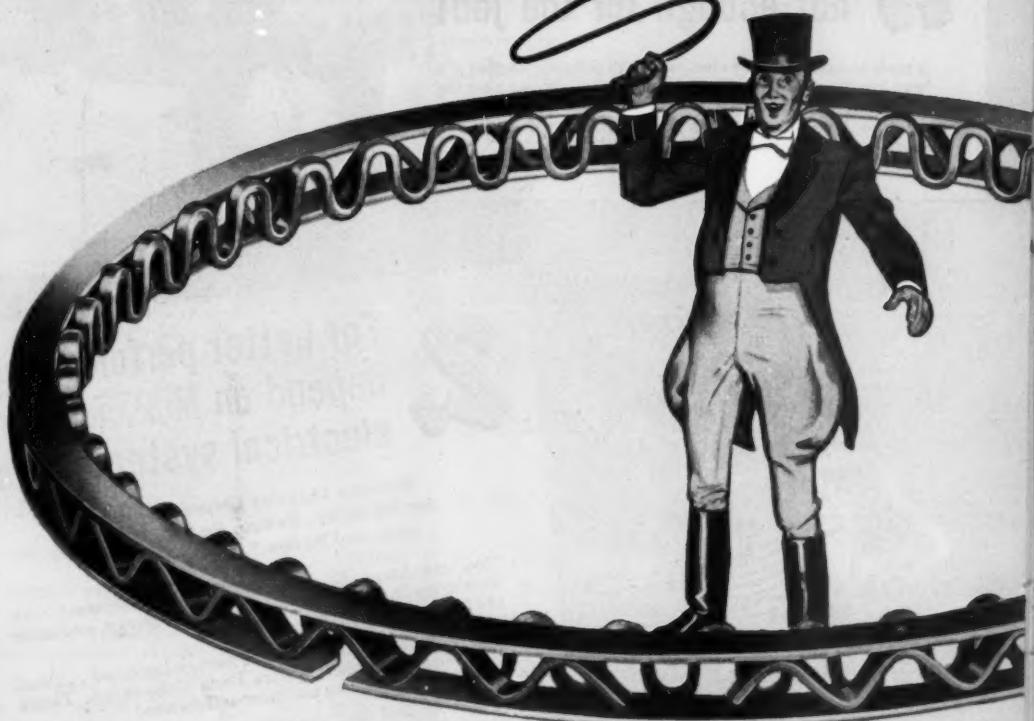
CHRYSLER MOTORS PARTS CORPORATION • DETROIT, MICHIGAN

GIVE YOUR OVERHAUL JOBS

"NEW ENGINE" PERFORMANCE WITH THE

NEW PEDRICK

FORMFLEX



WITH **Pedrick** FORMFLEX ENGINEERED SETS

WILKENING MANUFACTURING CO., PHILADELPHIA 42, PA.

IN CANADA: WILKENING MANUFACTURING CO. (CANADA) LTD., TORONTO



AMAZINGLY CONFORMABLE

Made possible by a revolutionary new type of expander... the Pedrick "Equalizer." Gives complete contact with cylinder *all around*.

OIL RING



PATENT APPLIED FOR

YOU'RE THE RINGMASTER



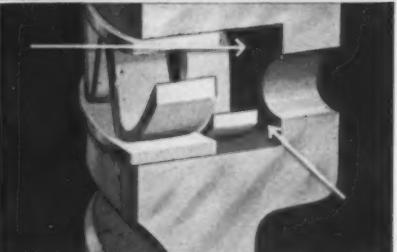
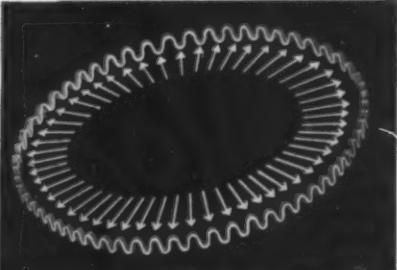
INDEPENDENT OF GROOVE DEPTH

The "Equalizer" does not rely on contact with bottom of piston groove for its pressure or tension.



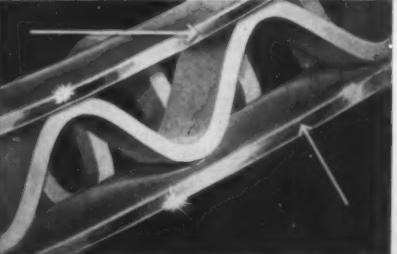
UNIFORM PRESSURE DISTRIBUTION

The "Equalizer" gives equal outward pressure all around, with more perfect seal—better oil control—for longer life.



CHROME FOR LONG LIFE

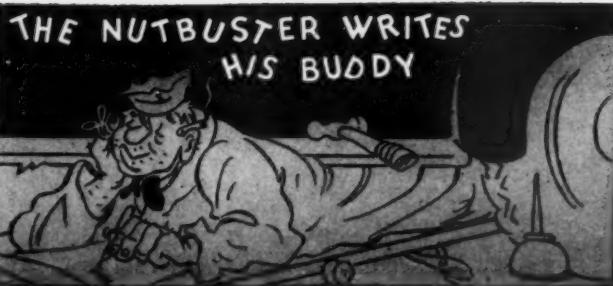
The faces of the two steel rails are chrome plated for 2 to 4 times longer life.



Dear Bill,

Lots of transient business these days, which we always consider a special dividend in our operation, since we keep the old sales heat on the home folks for steady year-round business. Fair treatment of the travelers in the past actually pays off in the long run, for they not only come back year after year but send their friends.

Usually when a vacationer hits the shop for something other than tune jobs, he's experiencing trouble due to neglect before starting out,



New! A DYNAMOMETER PRACTICAL FOR SHOPS OF ANY SIZE



Here, at last, is a dynamometer so compact and streamlined that it fits into a single service stall; so easy to install and simple to operate that any shop can use it to cut costs and increase parts and labor sales by 30% to 70%. The new C-49 Clayton Dynamometer gives you an inside test road...safe, variable and always controlled...for diagnosing, adjusting and testing any car under all driving conditions. It makes your tune-up instruments tell the truth, always, for only on the Clayton Dynamometer can you test actual road performance of a car under load and measure that performance by direct readings of road speed and horsepower. Mail the coupon for catalog and profit story.

MAIL THIS COUPON TODAY!

CLAYTON MANUFACTURING CO. 841-7
Box 550, El Monte, Calif.

Send catalog, prices and profit story to:

NAME _____
ADDRESS _____
CITY _____ STATE _____

100%
OPERATING
OVERHEAD

NOW... Service
Can Carry It!

Get more work done in half the
time... more testing... diagnosis faster
and more accurate... diagnosis bigger
parts and labor orders... foolproof
adjustments... and after-service checks
all from one service volume that can
carry 100% of operating overhead. You
can have this efficiency only with the
Clayton C-49 Dynamometer.

Clayton
DYNAMOMETER

THIS COUPON TO LEARN
HOW ONE SERVICE STALL CAN
KEEP AN ENTIRE SHOP FULL
OF PROFITABLE SERVICE JOBS.

such as tire wear, overheating, poor engine performance, etc., that could have been easily corrected at home. We take a lesson from their troubles and urge our customers to get a vacation-trip check-up before they start, but give the transient in trouble the fastest service possible, for his travel time is melting rapidly when the car is tied up for repairs.

All the boys in the shop know that their pay check will be fatter during the tourist season if they work a little harder to take care of the summer guests—and still keep the home folks rolling. A little sensible scheduling to allow for drop-in stuff when taking in the regulars in the morning leaves time for rush transient jobs that come in during the day.

Without making it appear to the regular that we actually need more time for the job than we do, we simply inquire at what time he must have it. We gain a lot of extra time this way for ordinarily he orders the job out at the very earliest moment—and it sits on the lot ready and waiting for hours until the customer actually comes by for it.

Note they've been having a little trouble with the new speedometer driven gear they made out of nylon or some similar plastic. Reminds me of the old days when the speedometer drive gear arrangement was fastened to the inside of a front wheel. One of these gears was also made out of some pressed fiber, and gave fairly good service, considering it had to run in mud, sand and other abrasives in its unprotected location.

Reminds me, more recently, of when we had a tricky speedometer drive gear complaint a few days ago. After replacing everything we thought might cause the trouble, discovered the worm had come loose from its seat in the

IT'S EASY
GET STARTED
IN THE

A Ready-Made Market

Here is your opportunity to tap a market that is composed of almost half the motor vehicles that pass your door! For Delco Brakes are used on *all* General Motors cars — a great parts-and-service potential in itself!

DELCO BRAKE FLUID BUSINESS!

Delco SUPER II is UNEXCELED

This is the Hydraulic Brake Fluid that heavy-vehicle owners depend on because it successfully withstands the extreme heat generated in the braking of fast-moving trucks and buses. Exceeding SAE specifications by a generous margin, Delco Super II remains stable throughout a temperature range from 325° to 60° below zero. It is the *safe* hydraulic brake fluid unexcelled for heavy-duty use.



Delco Brake Repair Kits FOR QUICK AND EASY SERVICE



Brake service problems are easily solved with time-saving Delco Repair Kits. All necessary parts are included in Delco Master Cylinder Repair Kits and Delco Wheel Cylinder Repair

Kits. Each kit is packaged in a sealed container. Application and instruction data for all makes of vehicles are furnished. Use these kits for quick and easy brake repairs.

IT'S EASY TO GET STARTED... YOUR DELCO BRAKE WHOLESALER WILL HELP YOU

Your Delco Brake Wholesaler has long and valuable experience in the brake business. He knows all about brakes and has picked Delco as the line having the best service potential. See him—soon—and learn how easy it is to get started in the brake business with Delco.

A GENERAL MOTORS PRODUCT



A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALERS EVERYWHERE

SOUTHERN AUTOMOTIVE JOURNAL for JULY, 1952

IT'S EASY TO GET STARTED WITH ANY OF THESE UNITED MOTORS LINES

DELCO Batteries

AC GAUGES, Speedometers and
Rebuilt Fuel Pumps

SAGINAW Jacks

MORaine Engine Bearings

DELCO Radio Parts

ROCHESTER Cigar Lighters

HYATT Roller Bearings

INLITE Brake Lining

HARRISON Heaters

GUIDE Lamps

DELCO Clocks

NEW DEPARTURE Ball Bearings

DELCO Shock Absorbers

MORaine Gasoline Filters

HARRISON Thermostats

DELCO-REMY Starting, Lighting &
Ignition

KLAXON Horns

HARRISON Radiators

ROCHESTER Carburetors

DELCO Hydraulic Brakes

transmission and simply couldn't turn the driven gear and cable. First of its kind I ever encountered. Probably didn't give it a tight enough press-fit at the factory.

Speaking of vacations, won't be long until you get yours and head out this way for some good fishing. Don't forget to check up your car. Remember, you had to borrow mine last year while we boiled out the radiator for you and adjusted the front end. Then I'll forgive you the list of deficiencies you reported on

my car, discovered during the day you used it.

Yrs,
Ed.

Towing Disabled Cars With Hydra-Matic

SUGGESTIONS for towing cars equipped with Hydra-Matic transmissions were contained in a recent issue of *Hudson Service Merchandiser*. They included:

If the vehicle is to be towed more than three miles, check the oil

level after three miles of towing. The oil level should not be more than $\frac{1}{2}$ " below the "L" mark.

On cars in which the transmission has been operating satisfactorily for more than 1,000 miles, either of the two procedures outlined may be used for towing the automobile.

Procedure 1:

(a) Place selector lever in "N" position.

(b) Maintain a towing speed of between 15 to 25 miles an hour.

Procedure 2:

(a) Place selector lever in "N" position.

(b) Loosen rear band adjusting screw lock nut, holding adjusting screw stationary.

(c) Back off adjusting screw $4\frac{1}{2}$ turns.

(d) Tighten rear band adjusting screw lock nut, holding adjusting screw stationary.

(e) Maintain a towing speed of 0 to 25 miles an hour. Selector lever must still be in the "N" position.

(f) After towing operation has been completed, loosen rear band adjusting screw lock nut, holding adjusting screw stationary.

(g) Tighten adjusting screw $4\frac{1}{2}$ turns to its original position.

(h) Tighten rear band adjusting screw lock nut, holding adjusting screw stationary.

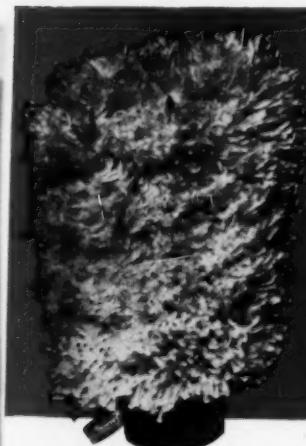
Where a car has been operated less than 1,000 miles but more than 25 miles, procedure 2 should be followed.

For transmission not functioning properly, disconnect the propeller shaft or raise the rear wheels off the ground to prevent possible damage to the transmission.

Five Southerners Complete Ford Training Program

FIVE staff members from three Southern districts of Ford Division have completed training courses at Ford Motor Co.'s Merchandising School in Dearborn, Mich.

They include: Bernard L. Crumpton, service manager, Jacksonville sales district; H. L. Matheny, distribution department manager, and J. M. Paxton, business management department manager, Charlotte district; M. K. Horne, business management department manager, and J. R. Axtell, fleet sales and service representative, Atlanta district.

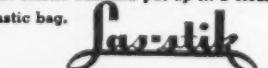


THIS MITT'S A HIT!



Introduced just a few months ago—already a proved sales success, coast to coast.

Nothing to equal it for washing the car and for dozens of uses in the home. Made of countless, extra-tough Chenille, bleached snowy white. Nicely made with elastic cuff and put up in a clear plastic bag.



Mighty Mitt

You can clean up with these two cleaner-uppers

THE LAS-STIK MANUFACTURING CO., HAMILTON, OHIO

DISTRICT REPRESENTATIVES: Southwest — Lynn & Hemphill, 301 North Market St., DALLAS 2; Southeast — Wesley O. Aaron, 843 Memorial Drive, S.E., ATLANTA; Kansas & Missouri — E. G. Craft, 804 W. 48th St., KANSAS CITY 2.

— but for the famous
5-MINUTE SLICK-UP
— there's nothing like the
Las-Stik
WAX-TREATED
POLISHING CLOTH

The original wax-treated polishing cloth and the outstanding sales leader in its field. Big, heavy-nap flannel, with stitched edge; good for months of use. Put up in handsome, handy metal container.



You can't build a good reputation with inferior brake lining...

The only way you can be sure of holding customers is to use quality lining. So reline with Raybestos PG Proving Ground Tested Sets...brake linings built to last longer on today's vehicles and make safer stops in today's traffic. They will complement your shop's good mechanical work and increase your profits.



INSIST ON THE RAYBESTOS BRAND ON EVERY PIECE OF BRAKE LINING. IT'S THERE FOR YOUR PROTECTION.

PG for riveting

Ray-BOND for bonding



PULL WHEELS AND USE THE RAYBESTOS BRAKE CERTIFICATE

These two things, plus the quality of Raybestos Brake Lining, will give you the keys to brake service volume. And month after month, powerful pre-selling Raybestos ads like the one below will support you by urging city and rural car owners to have their brakes certified safe.



YOUR CUSTOMERS AND PROSPECTS WILL READ THIS RAYBESTOS AD

Hard-hitting advertisements like this are appearing regularly in **The Saturday Evening Post** and in **Farm Journal**. Thousands of car owners right in your own neighborhood will become brake lining conscious . . . will want to buy Raybestos.

50 YEARS OF SERVICE . . . 50 YEARS OF PROGRESS . . . 1902-1952



Raybestos[®] PG SETS

AMERICA'S BIGGEST SELLING BRAKE LINING



RAYBESTOS DIVISION of Raybestos-Manhattan, Inc., Bridgeport, Conn.

RAYBESTOS-MANHATTAN, INC., Manufacturers of Brake Linings • Brake Blocks • Clutch Facings • Radiator Hose • Fan Belts • Industrial Rubber Products • Rubber Covered Equipment • Packings • Asbestos Textiles • Sintered Metal Products • Abrasive and Diamond Wheels • Bowling Balls



The Dealers' Service Managers Council for the Southeastern region of Ford Division met last month in Philadelphia. The council consists of two delegates from each of the five districts. Clockwise around the conference table are: J. C. McGhee, Randall & Blakely, Inc., Griffin, Ga.; Raymond Bell, John Thomas Motors, Inc., Gadsden, Ala.; Frank Traub, York, Pa.; Grafton Keeney, Monroe Motor Co., Silver Spring, Md.; Richard Ross, Hazleton, Pa.; B. H. Crandall, Behrend Brothers, Inc., Baltimore, Md.; John McLeod, Lakeland Motor Co., Lakeland, Fla.; Frank Nichols, Washington district service manager; F. T. Teague, Atlanta district service manager; George L. Adams, Southeastern service manager; Robert McAfee, regional service; Robert Harrison, Virginia district service manager; Virgil Geissler, Charlotte district service manager; Frank Canfield, Chester district service manager; Robert Mutz, Sam Murray, Inc., Miami, Fla.; George Graves, Jenkins-Jones Motor Co., Kinston, N. C.; G. W. Hamilton, City Motor Co., Salisbury, N. C.; L. M. Tapp, Kirby-Jones Motor Co., Roxboro, N. C., and E. V. Jackson, Richmond Motor Co., Richmond.

FOR A SWEET RUNNING MOTOR
POINTS MUST BE

This construction for all three
Ignition Systems:

ALL THESE
ECHLIN EXTRAS
AT NO EXTRA COST TO YOU

ECHLIN *Ignition*
A PRODUCT OF

CONTACTS
COILS, CONDENSERS
& OTHER AUTOMOTIVE
ELECTRICAL PARTS

ECHLIN MANUFACTURING COMPANY

• 228 EAST ST., NEW HAVEN 5, CONN.

Hudson Uses New Fiber For Convertible Tops

CONVERTIBLE tops made of "Orlon," an acrylic-fiber material said to be highly resistant to sun and weathering, are optional equipment on all its convertible models, Hudson Motor Car Co. has announced.

The fabric will stand continual exposure to sunlight without appreciable damage, according to Hudson. The tops may be cleaned with solutions of mild soap or detergents. They reportedly stand up well under flexing and will not balloon excessively at high speeds. They also resist stretching.

Lead in Hardtop Output Claimed by Buick

BUIK is building more hardtop convertibles than any other manufacturer during the first six months of 1952, it has been claimed by Ivan L. Wiles, general manager of the division.

Last year the division allocated 21 per cent of its total production to hardtops. Before the end of 1952 this will rise to over 30 per cent, Wiles said. Since it brought out the Roadmaster Riviera in 1949, Buick has built more than 200,000 hardtops.

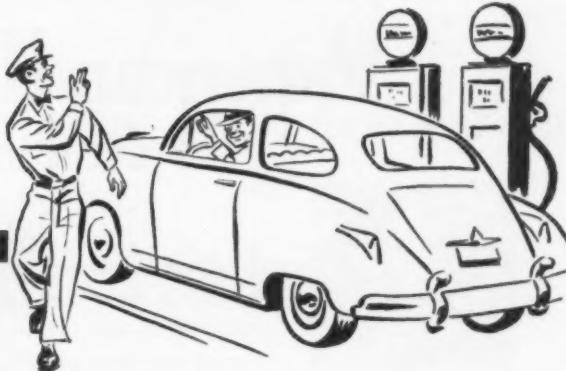
"SEE YOU AT THE POLLS!"



"SEE YOU AT THE POLLS!"



"SEE YOU AT THE POLLS!"



Nobody knows for sure how it started—this line about "See you at the Polls!" we're hearing all over these days.

Best explanation seems to be that it came from that state candidate out west. . . . His opponent in a debate got all riled up and challenged him to fight it out in the alley.

But he said—"I'll settle this the AMERICAN way—I'll see you at the polls!" And the audience picked up the chant.

Now everybody's saying it—and on Nov. 4 everybody will be *doing* it!

"SEE YOU AT THE POLLS!"



"SEE YOU AT THE POLLS!"





THE NEW HOME OF

American Hammered PISTON RINGS



LABORATORY ANALYSIS of carbon and sulphur content of metals is made on the most modern type of equipment.



GYROMATIC GRINDER finish grinds side of ring. This is the finest grind used today. It is known as Gyrex Finish.



EXHAUSTIVE INSPECTIONS and checks are made on all rings. This is only one of numerous inspection operations.

American Hammered Piston Rings are now being manufactured in one of the largest and most modern piston ring plants in the world. Unmatched manufacturing and engineering facilities are being used to continue American Hammered's reputation for leadership in piston ring quality. Look to American Hammered for new and aggressive ideas on product and merchandising.

American Hammered

Automotive Replacement Division



500 SANFORD STREET, MUSKEGON, MICHIGAN

KOETHERIZING PROCESS



Stresses have collapsed piston by pushing skirt inward, causing piston slop and ring wear.



Inside of piston skirt being peened with shot at the rate of 16,000 a second, causing rapid, accurate expansion.



Resizing is finished in seconds, and, because Koetherizing takes place when metal is cold, the piston will never collapse again.

More pistons have been resized by Koetherizing than by any other method.

Plan for Selling Trucks

(Continued from page 66)

the men themselves. If one salesman is calling on a prospect regularly and seems to be making progress, we won't let another man make calls there.

Where do the men get the ten names that appear on the work sheets each morning?

Many of them are taken from the individual follow-up card file that each salesman maintains. When the salesman makes his first call on a person or a firm, he notes on a card the type of truck that would be needed, when the next call should be made and other pertinent information.

The men really work their files. We insist that notations for follow-up be made just as soon as the call is completed—not at the end of the day or later. Judgment on the best time to make the next call and the best approach are clearest at the time of the call.

Phone Calls Add Names

If a salesman doesn't have ten names in his follow-up file for a particular day, he adds names by telephoning. Each salesman tries to make about ten "blind" telephone calls a day, using the classified section of the telephone directory.

Other leads are developed through response to our direct-mail pieces, sent regularly to names taken from the complete truck registration list for our area. The list is arranged so we can send special mailings to owners of one particular type of truck.

Often these mailings are letters signed by our salesmen. We use an electric typewriter so we can send a number of letters and yet give each one a completely "personal" appearance.

We also use newspaper advertising, radio, billboards, television and other types of promotion.

We expect each salesman to sell about ten trucks a month, so both he and the company will have a good income. On the average, we have found, he must have 40 prospects to sell those ten trucks. He won't sell every prospect. Some will buy competitive makes and some won't buy anything.

To be in on 40 deals a month, a salesman must make a lot of calls.

We constantly use contests and incentives to spark sales effort. We may offer a cash prize for the first order brought in on a particular

day. We may give a number of points for selling a certain type of truck, with merchandise awarded to the man with the most points. To be effective, incentives must be varied.

Of course, many things besides the organization of salesmen's time are needed for a successful truck operation. The men must be well trained. They must know their line and competitive lines. They must be able to recommend the best truck for each hauling job. They must have a good service depart-

ment and a company policy of satisfying customers to back them up.

But if they aren't in on the deals, they won't sell trucks. And if they don't make enough calls, they won't be in on enough deals.

Middleton Heads Mena Group

Albert Middleton, GMC-Oldsmobile-Chevrolet dealer, has been named chairman of the new Mena (Ark.) Automobile Dealers Association. George Emerson, Ford-Mercury, is secretary-treasurer.

Has a New Profit Deal For You



CHAMP QUALITY

New "CHAMPAK", acid-neutralizing depth-type filtering material, eliminates channeling and by-passing. Sturdy metal container has hundreds more holes for oil flow than any other refill. In use by more than 10,000,000 satisfied motorists.



CHAMP PROFIT

High mark-up is obtainable throughout the complete line including fast-selling numbers.



CHAMP TURNOVER

— is guaranteed because — Champ dealers are protected in their communities — build filter business for themselves — get the repeat sales — and are supported by national advertising in the Saturday Evening Post.

The Only Nationally Advertised Oil Filter and Refill Line That Offers You All Three.



OIL FILTERS AND REFILLS

Ask about CHAMP'S pressure-packing for fast non-clogging filtration—write for the name of the CHAMP jobber nearest you.

CHAMPION LABORATORIES, INC., MERIDEN, CONN.

Manufacturers of Oil Filters and Refills for Passenger Cars, Trucks, Tractors and Diesels

Operating Costs Cut 25%

(Continued from page 61)

"That way, we don't have to keep sending a mechanic back to do this and do that. It cuts down expense and it cuts down on repeats. And it takes the used-car manager out of the service end of the business. We want our used-car manager to be used-car-minded and not a glorified shop foreman."

After 26 years with the Ford Motor Co., Harry Burkett, Sr., acquired the Dodge-Plymouth fran-

chise in 1944 and until moving to the new location, new-car sales and service, truck sales and service and used cars were each in separate locations, which made for costly even though profitable operation.

Hence the new building, into which Harry, Sr., president, his wife, Mollie Mae, secretary-treasurer of the company, and Harry, Jr., vice-president, invested unrecorded hours of careful study before approving a plan.

They put into the plant the best ideas that had been incorporated

into dealerships that Harry, Sr., had installed at various points throughout the United States when he was a Ford branch manager. But the Senior Burkett did not trust his memory. He sent his architect to six different widely-separated cities to make notes.

The truck center was copied in California, the control tower was modeled after a tower in Tulsa, Okla., and the idea of the ramp leading to parking on the roof came from Washington, D. C.

Building-top parking, however, was an absolute necessity. When preliminary plans were drawn it was obvious the dealership would need more space and an adjoining lot was the logical answer. But the owner wanted a price Burkett wouldn't pay and there was a point against the ramp and roof-top parking—it would leave so much dead space.

However, the ramp went in and everyone is happy, for the space didn't die. Under the ramp there are two substantial storage rooms, two locker rooms, the wash rack and the front-end machine.

Burkett Motors had an experience parallel to that of other dealers who have substituted multiple twin-post lift installations for creepers. Mechanics were opposed to lifts and mechanics griped after moving to the new plant equipped with 24 lifts. After 30 days the gripes subsided. Now, although some tool carts have a creeper hanging on the side for short jobs, mechanics are quite happy with the lift installation.

Now Snugl

WHEEL BALANCING WEIGHTS
FOR TRUCKS AND BUSES



GET IT FROM
JOHN JONES

T.V. HEAVY DUTY THIN

"STANDARD OF THE TRADE"

Snugl Heavy Duty Truck Weights are especially designed to give

- EASIER APPLICATION
- BETTER FIT
- BETTER BALANCE

The exclusive Dove Tailed Steel Spring Clip holds weight firmly to rim with a Bull Dog grip . . . the beveled edges prevent clip from gouging tire.

When you buy Snugl you can be sure of getting the finest Wheel Balancing Weights on the market . . . designed right and made right to give better balance and better fit. The name Snugl (Registered Trade Mark) on every weight is your guarantee of complete satisfaction.

FOR PASSENGER CARS

Write for illustrated catalog sheet on Snugl Wheel Balancing Weights for Passenger Cars, Trucks and Buses . . . also name of your nearest Jobber.



Special Thin K & L Flange Weight for Passenger Cars

Regular K & L Weight for Passenger Cars

ID-

MANUFACTURED EXCLUSIVELY
WEST COAST FACTORY

100 OFFICE
EXCLUSIVELY

Illustrated Book Outlines Body Reconditioning

"**A**utomobile Body Reconditioning" is the title of a new technical book covering major phases of automobile body repair and refinishing. Containing many photographs and drawings, the manual describes both tools and processes for doing first-class jobs.

It is published by McGraw-Hill Book Co., Inc., 330 W. 42nd St., New York 36, N. Y. Price is \$3.60.

New Orleans Manager Named

Everett A. Marselus has been appointed manager of the New Orleans, La., parts depot of Ford Division. Formerly manager of the Seattle, Wash., depot, Marselus succeeds E. D. McDougal, transferred to Los Angeles.

"...dragged along the highway
for miles...still intact!"



for
Extra
Safety!



SIGNAL-STAT DOUBLE
FACE SIGNAL LAMPS . . .
give you dual protection.
They signal to the *side* of
the Vehicle as well as *forward*. When a vehicle has
passed the rear of your ve-
hicle your signal can still
be seen.



Proof!

SIGNAL-STAT

CLASS "A" - TYPE 1

SIGNAL LAMPS

can take it! They're **Signaleered** *

Fred Jay Ward, Oakwood Trailers, Inc.,
Greensboro, N. C., Box 2361, writes us
this interesting letter:

"Enclosed is a Signal-Stat turn light which
we thought you might like to use as evi-
dence that your signal lights are the best
on the market. The light was dragged
along the highway for several miles and
yet it didn't tear to pieces and it is still
intact . . ."

* **Signaleered** — means "precision engineered"
construction . . . not just any piece of metal, not
just any lens . . . but the best materials, Engineer-
ing and Design make up Signal-Stat Class "A"
Lamps. We invite you to make your own inspection.

Signal-Stat CORPORATION

SIGNAL-STAT BUILDING

523-539 Kent Avenue, Brooklyn 11, N. Y.

Expanding "Regular" List (Continued from page 65)

fund.

"But the free part isn't the most attractive. The most attractive angle, from my viewpoint, is the time we save in the shop and in the office. Without those free refreshments on the place, people would be streaming out at 10 and 3. Me, too. And my estimate is that we save 20 per cent in time through the free coffee and doughnut service."

Although the accepted hours are

10 and 3, this does not mean that a mechanic drops his tools promptly at those hours. Coffee time is taken as near those hours as is most convenient. Two Negro employees, who have other responsibilities, prepare coffee in advance of the specified periods. Mechanical department employees go to the "coffee lounge," a deck atop the dressing rooms, while one individual with a tray circulates through the office section.

Gunn reports that the dealership is now handling between 120 and 150 repair orders per day. With

this volume, it was considered advisable to institute a spot check on the work done along the line, so another departure from usual dealership practice was introduced.

L. H. Hollin, a retired Army Ordnance colonel, who answers readily when his military title is called out, was installed as "spot inspector."

There is other inspection procedure in the dealership, but the inspections by Hollin are something special. At random he selects customers' cars on which the labor has been completed. These he puts through every conceivable check on a dynamometer, to determine if the work has been properly done, if the car's condition has been correctly diagnosed, if it is in genuine need of additional repair work.

"None of the mechanics knows when one of his jobs will be checked by Hollin and maybe come back on him," comments Gunn. "And beyond and above this psychological factor is the advantage that we fairly well know the character of mechanical work being produced by our shop."

The new plant of Smith Motor Sales occupies one full block and has been given the name of "Smith Square." It affords a total of 125,490 square feet of floor space, including basement and rooftop parking, both of which are reached through inside ramps.

Smith Motor Sales continues to adhere to the policy of paying service salesmen on the basis of three per cent of the job tickets written, a procedure explained in detail about two years ago in an issue of SOUTHERN AUTOMOTIVE JOURNAL.

Hudson Named at Palestine

Arnold Hudson, Chrysler-Plymouth dealer, has been elected president of the Palestine (Texas) Automobile Dealers Association, succeeding Andy Anderson, Pontiac. Other officers include: W. G. Harvey, vice-president; F. W. Moore, secretary-treasurer, and Harry Flournoy, director.

Southerners Get Degrees

Joseph M. Sturm of Louisville, Ky., and Franklin O. Thomas of Frostburg, Md., were among 25 graduate students receiving Master of Engineering degrees from the Chrysler Institute of Engineering at the 20th commencement exercises last month.



"PETE" PETERSON

Grind Your Way to Amazing Profits! OVER 2000 MACHINES SOLD ON THIS BASIS 30 DAY TRIAL... MONEY BACK GUARANTEE!

Peterson SURFACE GRINDER

SOULY SURFACES & MACHINE
Dallas, Texas

"...used the Peterson Surface Grinder for several months...fast and accurate...no time lost for adjustments...used in as many ways...one of the most profitable machines...per hour, in my shop."

Ed Scott

PROFIT-MAKING FEATURES

- No set up needed.
- Any stone can operate.
- Exclusive VIBRA MOTIVE action gives fast, accurate cut with LEVEL stone.
- Exclusive "Cyclone" dust collector, plus a triple filter gives finer cut, cuts dust problems usually encountered in grinding.

REEDIE AUTO PARTS CO.
Rica, New York

"...much faster, cleaner and more satisfactory than the equipment we previously used."

W. C. Goldsberry

GENERAL MOTIVE
PETERSON
GRINDING ACTION

NEW... MODEL 30

Grinds warped cylinder heads to .001 accuracy with amazing speed. Also grinds blocks, manifolds, clutch plates, flat fly-wheels and many other flat surface castings. Grinds average warped cylinder head in less than 10 minutes.

MANHATTAN SEAT
PARTS CO., CHICAGO

"...head and block resurfacing and manifold grinding are the most profitable operation in a shop if the work is done on your grinder...all shop personnel are able to obtain a common accuracy of .002."

R. C. Deardorff

HOWARD-MARTIN TIRE CO.
Berville, Ill.

"The...grinder we purchased from you...turned out to be the best money maker we have in our shop...we didn't realize before the number of cylinder heads and manifolds which needed resurfacing...we recommend this grinder to anyone..."

Thos. C. Hansen

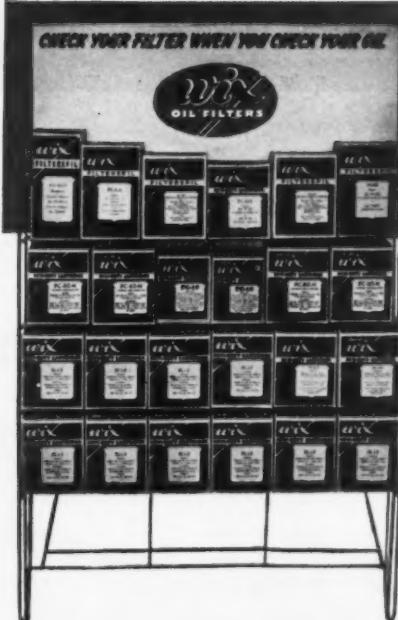


ACT NOW! Over a thousand smart jobbers are making big profits with the new grinder purchased on the Peterson Money-Making Guarantee. Buy on the 30 day trial plan...if you do not make money, return the grinder for full refund including freight both ways.

Cash is NOW on the big demand for cylinder head grinding service. Call, wire, or write for full details.

Manufacturers of the P-B Screw-In Valve Seat and precision installation tools. The P-B Seat...with

expansion clearance...DOUBLES VALVE LIFEAGE and gets all the fleet business. Write today for details.



WHAT DOES SS-24 STAND FOR ?

Wherever it Stands - Beside the Pump,
at the Grease Rack or in the Store -
SS-24 Stands for -

SPEEDIER SELLING!

SS-24

Comes complete in shipping carton with stock of 24 WIX HEVI-DUTY Cartridges. The Display Stand is yours ABSOLUTELY FREE of extra cost. Here's the stock:

No.	Cartridge	Services or Replaces
10	PC-1-F	From C-4, C-4P2
1	PC-1-A	AC L-11
2	PC-4-F	'52-6 cyl. Ford; '52 Lincoln
4	PC-10	From C-3, C-3P2
4	PC-80-N	Puro., Atlas, Mopar P-70, PN-15
2	PC-100	AC C-115, Puro. P-51
1	PC-62-N	Chrysler Full Flow
1	PC-127	Buick Full Flow
1	PC-122	Olds. Full Flow

PLUS

Attractive 24 Cartridge Display Rack - List Price Sheet - Dealer Cost Sheet - Dayglo Window Sign - Combination Inventory and Identification Chart.

YOUR COST ONLY **\$22.93**



Remind 'em . . . Serve 'em . . . Sell 'em! Don't forget . . . few of your customers drive in with oil filters on their minds, but most of them need filter cartridges! SS-24 reminds them because it's right up front — handy to service them. So, it's a cinch to sell them.

SS-24 stands for everything to speed up sales. With its stock of 24 of the fastest-moving WIX HEVI-DUTY Filter Cartridges, you have coverage for all popular cars on the road. You have a handsome, lightweight, easy-to-move display . . . a small investment . . . AND — genuine WIX HEVI-DUTY Cartridges, engineered to outperform on today's heavy-duty oils. Here's a combination with SPEEDIER SELLING written all over it!

Ask your jobber for this profit-winning opportunity today!

wix
TRADEMARK REG.
OIL FILTERS CARTRIDGES
WIX ACCESSORIES CORPORATION • GASTONIA, N. C.
IN CANADA: WIX ACCESSORIES CORP., LTD., TORONTO, ONTARIO

CASCO'S SENSATIONAL

EXCITING New Self-Selling PACKAGING



Created for you to cash-in on the modern, proven self-service principle of "impulse buying" that has revolutionized present day merchandising. Every Casco lighter item is now individually carded for self-display so your customers can see the complete sales story in the twinkling of an eye — wherever it is shown.

New Self-Service DISPLAY

This new, streamlined display unit was designed by merchandising experts. It holds Casco's new cards in a colorful, eye-catching setting, packed full of sales appeal! It just can't miss because it's the most profitable 6 inches of counter space you could ever hope to use!

All Wrapped Up
in this terrific
EXTRA-PROFIT OFFER

OFFER L520

with your order for

LIST PRICE EACH

	2	No. L31C VIS-O-LITE ILLUMINATED LIGHTERS	\$2.85
	4	No. L33C CASCO POP-OUT UNITS	\$1.55
	4	No. L22C CASCO LIGHTER ELEMENTS	\$1.05

YOU GET

THIS \$5.55

Pop-Out

Unit



FREE

Your total cost \$10.73

Your total selling price \$17.65

OFFER LIMITED!

NEW DISPLAY OFFER!

A Small Space
SALES GIANT!

the new
Self-Service
Merchandise

PLUS **FREE**

PRE-PACKED
READY FOR
IMMEDIATE DISPLAY

CASCO's NEW
SELF-SELLING
MERCANDISE
CARDS QUICKE
IMPULSE-BUYING

You \$ 692
Make



CASCO

DEPENDABLE PRODUCTS FOR OVER A QUARTER CENTURY
CASCO PRODUCTS CORP., BRIDGEPORT 2, CONNECTICUT

ORDER OFFER #L520 NOW!

"Live" Building Plans (Continued from page 68)

been laid and construction completed, knocking out a pit would become a prohibitively costly job.

The number and location of outlets for an exhaust system have to be planned during a construction period for the same economic reasons.

One of their customers recently invested \$400 in having a dynamometer pit constructed. That \$400 investment is practically a guaran-

tee of the future purchase of a dynamometer.

"When we start working on a planning or remodeling job, our first concern is to eliminate valueless space," stated Parator.

"Once we have laid off a shop's four walls on the board, post locations that may impede efficiency are relocated or eliminated, where possible. The width and depth of work stalls with maximum-efficiency work space around the vehicle are studied.

"The distribution of equipment

is planned to avoid congestion in one area of the shop, to permit the free flow of work, and to effect quick turnover of minor jobs in another area. The right use of space is the key to more volume for that shop."

To the wholesaler who may consider adding such a service to his sales department, Parator recommends the possibility of obtaining car models from his manufacturer. If these are not available, a shop in his neighborhood may be able to make them of wood, lead or aluminum. Parator estimates the cost of a set to be about \$50.

The original set made by the Phelps-Roberts shop was used in the office as customers consulted them on replanning. They have since made a wooden carrying case to permit using the plan right in a customer's own shop.

The See-A-Plan was first exhibited at the 1950 automobile show in the National Armory and won a number of shop customers for Phelps-Roberts Corp.

S. C. Studebaker Dealers Elect Mrs. W. P. Smith

Mrs. W. Perry Smith of Columbia, S. C., has been elected president of the Studebaker Dealers Association of South Carolina. Leslie Myers, Camden, is vice-president and James L. Lipscomb, Newberry, is secretary-treasurer.

Directors include: Harry Barsh, Charleston; H. G. Senseney, Jr., Florence; Paul Hullander, Chester, and Fred A. Fuller, Jr., Greenville.

Williamson Dies in Florida

Earl C. Williamson, president and general manager of Fram Florida, Inc., Jacksonville, Fla., died recently. He was one of the founders of the Florida Automobile Dealers Association and its third president. After 15 years as a dealer, he sold his automobile business and became president of American Discount Co.

Hood Named at Lumberton

John Hood of Hood Motors, Inc. (Dodge-Plymouth), has been elected president of the new Lumberton (N. C.) Automobile Dealers Association. Frank McLeod, Chrysler-Plymouth, is vice-president and C. H. Elkins, Ford, is secretary-treasurer. Directors are Wilton Barnes and Coble D. Wilson.



FRONT-END SUSPENSION PARTS

GET INTO this fast-growing replacement parts business. Nearly all cars built during the past 10 years have the same basic front suspension design — providing a front-end service market that is growing daily. A small stock takes care of most replacements — assures quick, profitable turnover. Individually packaged in neat, compact kits. Attractive counter displays, window posters, and other selling helps furnished. No "engineering degree" needed for simple installation — use ordinary tools.

Made • Original Equipment Quality • Complete Coverage
Individual Kits • Unconditionally Guaranteed

MASTER MANUFACTURING CO., INC.

Remember LAHER when you break a LAYER



UNTIL your customer breaks a main spring and his load is down on the axle, or it is sagging on one side and he knows instinctively that he has a broken spring leaf—it is of little concern to him just where he would turn for a replacement. So we say: "Remember LAHER when you break a LAYER." This is good advice, too, because LAHER operates many spring manufacturing plants, strategically located, where automobile and truck springs are mass produced by the finest electrically controlled manufacturing facilities available anywhere. They are made of the finest quality of alloy steel, and with the best of bronze bushings, and they are exact duplicates of the original equipment. LAHER SPRINGS are stocked by prominent automotive jobbers and are available for all modern American automobiles, trucks, construction and farm machinery. More than 50,000 springs are carried in stock by LAHER factories, ready for immediate delivery. For over 40 years, motorists have been taught to "Remember LAHER when you break a LAYER"—so it's good business to carry adequate stocks of LAHER SPRINGS at all times.

"SPRINGS THAT RING"



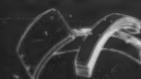
LAHER SPRING & TIRE CORP.



EASTERN HEADQUARTERS • 2131 LOCUST STREET • ST. LOUIS, MISSOURI
SOUTHERN HEADQUARTERS • 300 MADISON AVE. • MEMPHIS, TENNESSEE
WESTERN HEADQUARTERS • 2615 MAGNOLIA ST. • OAKLAND, CALIFORNIA
KANSAS CITY, 1630 McGEE STREET • FORT WORTH, 910 FLORENCE STREET

Los Angeles San Francisco Sacramento
Portland Seattle Spokane Salt Lake City

LAHER INDUSTRIES



Problems Being Solved!

(Continued from page 69)

work effectively. Constant shifting of a council's personnel renders it almost impotent.

A survey of the various dealer councils has been made by the committee and a suggested plan for an ideal council is being developed. It should be ready soon.

Selling agreements with the various manufacturers are, of course, a constant factor in dealer-factory relations. Three specific

improvements are being sought.

First, a continuing contract which does not have to be renewed periodically. Second, the elimination of any clause permitting arbitrary cancellation of the contract. And, third, a greater consideration for the heirs of a dealer in case they wish to continue the business.

The third improvement is particularly needed in cases where the heirs have been associated with the dealer in the enterprise. But even if the heirs do not wish

to continue the business and liquidation or sale is advisable, time should be allowed to enable the estate to realize a reasonable amount from the business assets and good-will.

Relations with the government are the primary concern of another NADA committee, but one problem arising out of government action concerns relations with the manufacturer. It is the continuation of historic dealer discounts.

The price increase granted manufacturers last year was, by government order, passed on to the consumer without any additional dealer mark-up. This, of course, reduced the historic dealer discount.

Efforts are being made to convince manufacturers that the historic discounts should be re-established as soon as the government controls are lifted.

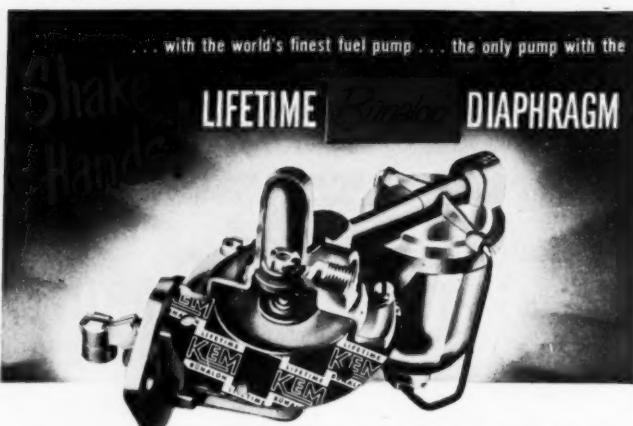
Supply Will Be Ample

The day will come when supplies of new cars will be ample. Dealers will be forced to do a selling job comparable to the days before World War II, and a manufacturer's welfare will depend on the effectiveness of its distribution family.

These facts are being more widely accepted every day. Dealers are making long-range plans for greatly increased sales programs and manufacturers' representatives are paying new heed to dealer relations.

Cooperation, born of a realization of interdependence, should resolve most of the current problems.

Members of the Industry Relations Committee include Hix H. Green of Atlanta, Ga., Buick; Stanley Peeler of West Palm Beach, Fla., Cadillac; Harold J. Moye of Quincy, Mass., Chevrolet; E. S. Dowd of Cleveland, O., Chrysler-Plymouth; Dick Price of Dallas, Texas, De Soto-Plymouth; Fred M. Sutter of Columbus, Ind., Dodge-Plymouth; Allan Mims of Rocky Mount, N. C., Ford; R. D. Kern of Winchester, Va., Hudson; Ridgley Waltz of Baltimore, Md., Kaiser-Frazer; Lee Moran of Seattle, Wash., Lincoln-Mercury; William James of San Francisco, Calif., Nash; A. Blair French of Elmira, N. Y., Oldsmobile; John P. Mooney of McKeesport, Pa., Packard; Ralph Perry of Kansas City, Kan., Pontiac; Roy Bridges of Birmingham, Ala., Willys, and myself (Studebaker).



- When we say LIFETIME we mean just that. We guarantee that the BUNALON Diaphragm will give a LIFETIME of trouble-free service. Here's why.
- BUNALON is a SINGLE LAYER material eliminating between-layer friction. • Made from BUNA rubber reinforced with specially woven NYLON fabric.
- No deterioration from aromatic fuels or crankcase vapors. • Greater flexibility plus maximum strength equals LIFETIME service.
- Mechanics, Jobbers and Motorists everywhere agree KEM Fuel Pumps are superior.
- Every component is designed and tested to give the utmost in long-lasting service

Join
Hands!

with the MOTOR LIFE EXTENSION INSTITUTE

MEMBERSHIP CERTIFICATE. Proof to the motorist you're interested in keeping his car rolling.

KEM TUNE-UP DIGEST. Outlines up-to-date tune-up procedure. (1941-51 specs). Only 25¢ for Digest and Member-Certificate.

DEMONSTRATION CLINICS—FREE. In key areas of U.S.A., featuring full color sound film.

Send your KEM
LIFE EXTENSION
REPLACEMENTS

- Fuel Pump & Parts
- Specialized Ignition Parts
- Lifetime Micro-
phone Filters

MANUFACTURING CO. INC., Fair Lawn, New Jersey, U. S.

order this
package today

KEM



LYON WHITEWALLS ARE BACK!

BRAND NEW STYLING AND DESIGN FOLLOWS THE MODERN TREND OF NARROW WHITE SIDEWALL TIRES

Here is a real opportunity to add to your profits. Sell LYON WHITEWALLS to car owners who want the newest super-whitewall appearance without paying a premium for white sidewall tires. No extra car washing charge with LYON WHITEWALLS. They are attractive, durable and resist scuffing. Easy to clean, no scrubbing. Thousands are being sold.

EASY TO STOCK Small stock handles 15"-16" wheels of all make cars. Minimum inventory cost.

EASY TO SELL Low in price—sell on sight. No other accessory adds so much beauty for so little money.

EASY TO INSTALL It takes only a few minutes and no special tools to install LYON WHITEWALLS.

LYON WHITEWALLS HAVE A PLACE IN
YOUR ACCESSORY PROGRAM

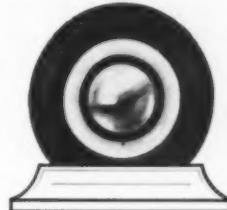
LYON INCORPORATED

13881 WEST CHICAGO BOULEVARD • DETROIT 28, MICHIGAN

SOUTHERN AUTOMOTIVE JOURNAL for JULY, 1952

Suggested list
\$7.95
SET OF FOUR
SLIGHTLY HIGHER
WEST OF THE ROCKIES

15" AND 16" SIZES
TO FIT ALL CARS



EASY TO DISPLAY

Order Today!

Don't wait! Call your jobber and order your LYON WHITEWALLS.

Your customers
are ready to buy now!

*Approved and distributed by all
leading tire manufacturers.*

Shipping container—5 individually packed sets of 4 pieces each in a master carton weighing approx. 30 lbs.

Willys Car Deliveries Set Record in May

WILLYS-OVERLAND delivered a record volume of Aero Willys passenger cars in May, with retail sales running more than 75 per cent over the April figure, Gerry E. Lyons, general sales manager, reported last month.

Spurred by an intensive demonstration-ride campaign, sales jumped 117 per cent during the last ten days of May over the first ten-day period, Lyons said, and early

reports for June indicated retail deliveries would surpass the May figure.

Penegar Chosen in N. C.

Heath Penegar, Pontiac-Oldsmobile-GMC, has been elected president of the new Richmond County (N. C.) New Car Dealers Association. Worth Walker, Chrysler-Plymouth, is vice-president and David McNeil, Nash, is secretary. R. W. McInnis and David Adeimy are directors.



The GMC 302 truck engine has a maximum gross brake horsepower of 145 at 3,600 rpm, compared with 120 at 3,600 for its predecessor, the GMC 270. Other comparisons of the new engine with the former one include: bore, 4" with 3 25/32"; stroke, 4" with 4"; displacement, 301.6 cubic inches with 269.5; net brake horsepower at governed rpm, 130 at 3,200 with 106 at 3,200; maximum gross torque, 262 foot-pounds with 222, and compression ratio, 7.2 to one with 6.75 to one.



No. 204

Brighter Beacons for Safety — Service

• The sparkle and brilliance of the Grotelite shatterproofed plastic lens makes this jewel-like marker lamp the bright beacon for highway safety. Built for heavy duty truck service, the No. 204 is resistant to weathering — gives longer trouble-free wear with less maintenance cost. Designed for mounting on curved cab or fender surfaces, this streamlined beauty has high visibility to both front and sides.



No. 205
Economical model for roof or corner mount. Light transmitted through front section only of one-piece shatterproofed plastic lens top.

Sold by Leading Automotive Jobbers Everywhere

THE **Grote** MFG. CO., INC.
GROTE SQUARE BELLEVUE, KY.
Opposite Cincinnati



Grote's new automotive factory at Seymour, Ind., facilitates prompt delivery of Grote's "Truk-Line" lamps and reflectors.



No. 70

Most compact, lowest priced reflector flare set.



No. 610

Clear and non-glow—rubber mounted—round or rectangular mirrors.



No. O-110
Rugged construction . . . brightest reflection . . . round or oval reflectors.



No. 200
Strongest armored clearance lamp. Fresnel type shatterproofed lens.

Chevrolet Sends Paulk To El Paso Zone

R. R. PAULK has been promoted from city manager for Chevrolet Motor Division at Houston, Texas, to zone manager at El Paso. He succeeds R. L. Little, named zone manager at Houston.

Paulk joined the division in 1928 as a representative in Jacksonville, Fla. He worked in the Birmingham, Dallas, Houston and New Orleans zones before his appointment as Houston city manager during 1950.

Parker Named at West Palm

William L. Parker of Gulf Stream Motors, Inc., has been elected president of the Automobile Dealers Association of West Palm Beach, Fla. E. H. Cochrane is vice-president and Fred O. Dickinson, Jr., is executive secretary and treasurer. Directors are Earl D. Stewart and Sam O. Smith.

McPherson Elected at Dallas

R. G. McPherson of Auto Parts Co. has been elected president of the Dallas (Texas) Automotive Wholesalers, Inc. J. A. Massey of J. J. Gibson Co. is vice-president and George M. Knight of National Welding & Grinding Co. is secretary-treasurer.

You'll Sell
TWICE AS MANY
TWICE AS EASILY



'Cause there's
**NO MORE
FUMBLING**
on the 'shield...or on the shelf

Drivers like the new Trico Soft-Rubber Blades because they give the cleanest wipe ever seen.

YOU'LL like them —

- because they fit ALL FOUR types of wiper arms *without adaptors. No more fumbling on the shield!*
- and because Trico's new metal Stock Organizer Cabinet puts the right blade or arm at your finger tips. *No more fumbling on the shelf!*

Fifteen million television screens are telling car drivers about them. That's why sales are breaking all records. Your jobber will help you cash in. Phone him!



TRICO

Windshield Wipers

TRICO PRODUCTS CORPORATION, BUFFALO 3, N. Y.

New
METAL STOCK
ORGANIZER
Cabinet D-102
for Shelf or
Counter

Spotlight on the

First Resistor Type Spark Plug
Approved as Original Equipment



Leader

A Prediction That Came True

IN 1948 AUTO-LITE introduced a sensational new automotive spark plug with a built-in resistor. Many uninformed people said this new type plug was simply a "gadget" designed to eliminate radio and TV interference . . . that it had no beneficial effects on the actual operation of an automobile.

WHY A RESISTOR SPARK PLUG?



Auto-Lite followed its original announcement with the prediction that the resistor-type plug was a great forward step in the physics of ignition, that it would be widely used by car manufacturers, and that other spark plug manufacturers would follow Auto-Lite's lead. Proof of the truth of this prediction came quickly.

CAR MAKERS ASK BETTER PERFORMANCE

After the most exhaustive tests, engineers of leading car manufacturers adopted the Auto-Lite Resistor Spark Plug as original equipment. Tests showed the new type spark plug delivered quicker starts,



smoother performance, greater gas savings, and double life under equal service conditions when compared to spark plugs without built-in resistors. It's no secret now that other manufacturers have followed Auto-Lite's lead.

ENGINEERS WORK TOGETHER

It was only natural Auto-Lite should lead in this development, for Auto-Lite engineers are working constantly with the engineering staffs of car manufacturers to provide better automotive ignition. They know, years in advance of actual production, the goals of these engineers . . . the changes contemplated in engine design . . . the need for new types of coils, distributors and, significantly enough, spark plugs.

AUTO-LITE PIONEERS

That's why, as engineers of the complete ignition system, Auto-Lite has pioneered in improvements of great benefit to car maker and car owner alike. Such leadership proves without question the fact . . . "YOU'RE ALWAYS RIGHT WITH AUTO-LITE."



Auto-Lite Spark Plugs—Patented U.S.A.

AUTO-LITE

SPARK PLUGS

Auto-Lite makes a complete line of spark plugs for every use including Standard, Resistor, Transport, Marine, and Aircraft

Keep Up To Date . . .

Send In The Card For . . .

- more information about NEW PRODUCTS on following pages
- copies of these new FREE CATALOGS AND BULLETINS

101. WRITE FOR CURTIS LITERATURE ASSEMBLY KIT C-4—Gives full information on Curtis Air Compressors, Curtis Car Washers, and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kielen Avenue, St. Louis 20, Mo.

102. TWELVE PAGE BOOKLET IN COLOR illustrating two specialized materials for ODOR CONTROL in industrial house-keeping and plant sanitation work. Oakite Products, Inc., 22 Thamas St., New York 6, N. Y.

104. FACTS ABOUT SPARK PLUGS AND ENGINES—To say that spark plugs are alike today, and that it doesn't make much difference which you buy is mistaking facts. The purpose of this booklet is to give you facts—to show you how vitally important good spark plugs are to efficient operation. Champion Spark Plug Co., 900 Upton St., Toledo 1, Ohio.

105. WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN. Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams and technical data and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

107. HOW PYROL PROTECTS—A pamphlet describing in detail the way in which Pyrol protects the moving parts of engines. Pyrol Co., La Crosse, Wisconsin.

109. AMMCO ENGINE REBUILDING AND BRAKE SERVICE TOOLS AND EQUIPMENT—Catalogue describing the Ammco line of Wet and Dry Honing Machines, Brake Shoe Grinders, Brake Shoe Setting Gages, Brake Drum Micrometers, Brake Cylinder Hones, Connecting Rod Aligners, Line Boring Machines, Ridge Reamers, Portable Coolant Units, Tension Indicators, Tappet and Rocker Arm Grinders, Small Bore Hones, Cylinder Hones and Foot Switches. Ammco Tools, Inc., 2110 Commonwealth Avenue, North Chicago, Ill.

110. THE PERFECT CROWN—Earle Eates Mfg. Co. is offering a 4-page booklet in color illustrating and describing how the CROWN original valve pad SILENCES clicking noise and LUBRICATES rocker arms in all valve-in-head engines. Earle Eates Mfg. Co., Union City, Ga.

111. SELECTION GUIDE OF SPECIALIZED LUBRICATION TOOLS—Set up a chart for covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form No. 38-808, Alemite Div., Stewart Warner Corp., 1826 Diversey Parkway, Chicago 14, Illinois.

112. CONTOUR SPACER RING—Descriptive literature and specifications on the new Accurate contour spacer ring, castor shims and the no-slip wheel weights. Accurate Weights Mfg. Co., P. O. Box 1063, Americus, Ga.

113. FEATHERTOUCH—colorful catalog sheets showing, with complete specifications, the "FeatherTouch" valve-seat grinders, "In-the-hole" valve grinder, Universal Press and many other Winona products. Winona Tool Mfg. Co., Winona, Minn.

115. THREE SERVICE MANUALS covering service operations on International Trucks.

Diamond T trucks, and Four Wheel Drive Trucks. Illustrates tools in action. Owatonna Tool Co., Owatonna, Minn.

116. START & GO—A colorful brochure describing the recent "Start & Go" test in which the Hester battery proved its amazing durability and recuperative power. Also contains data about the research, engineering, inspections and tests which are used in the manufacture of Hester battery for every need. Hester Battery Mfg. Co., Nashville, Tenn.

117. SCHWAIAGER'S NEW CLAMP LOCK NUT—Will hold like welded on old worn-out threads. Has been tested to stand 1000 tons pressure. Can be removed without injury to threads and used over and over. You can get exact adjustment to bearing since no key is needed. Tapered thread locks the nut. Schwaiager Mfg. Co., P. O. Box 154, Cullman, Ala.

118. IDLER ARM ADJUSTER—Descriptive literature about the D & V idler arm adjuster for center point steering assemblies 1949-52 Chevrolets. Eliminates wear-and-noise, excessive wear in steering assembly, road shock and car weave caused by worn idler arm. D & V Mfg. Co., 1953 Bessemer Road, Birmingham, Ala.

119. RAMCO SERVICE MANUAL—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overheating and how to overcome. Ramco Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

120. SAMPLE FABRIC BOOK—of the Horco plastic coated fabrics for custom seat covers. Waterproef, stainproof and flame resistant, they are available in wide variety of colors. Hodgetman Rubber Co., Farmington, Mass.

121. "ARCWELL" RESTORED CRANKSHAFTS are guaranteed: against defective workmanship to be within standard specifications, properly aligned & balanced, to never flake, loosen or part from parent metal. Write for 8 page folder giving complete details. Standard Crankshaft & Hydraulic Co., Inc., 2917 Rozelle Ferry Road, Charlotte, N. C.

122. INSTRUCTION BOOK and technical data on automotive wheel alignment frame and wheel alignment machine for wheel balancing. Other books and pamphlets available on tire conservation methods and steering adjustments. Bear Manufacturing Company, Rock Island, Ill.

123. PERMATEX TOON-OYL is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventative and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

124. McCORD RADIATOR-CORE CATALOG—Replacement radiator cores for popular cars, trucks and tractors are listed in alphabetical order, along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. McCord Corp., Rioville at E. Grand Blvd., Detroit 11, Michigan.

126. FREE SHOP AID—"Quick Check Tips #1" tells how to spot and correct trouble in the electrical circuit in minutes. Arrow Armatures Co., Box 1428, Spartanburg, S. C.

129. TOOL AND WRENCH KITS—Literature showing complete line of drop forged, competitive priced Metcoid kits. No guessing—shows each kit as packaged and gives size and also usage information. Metal Engineering Co., 134 North LaSalle St., Chicago, Ill.

131. BURD HANDY HANDBOOK FOR MECHANICS—Information on piston ring installation; also "No Job for a Dub" for distribution by slogan to the customers. Burd Piston Ring Co., Rockford, Ill.

133. SUPPLEMENT NO. 2 FOR CATALOG NO. 580-R—Features more than 200 Champ-Items automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134. STREAMLINER CATALOGS on Moog Coil action front and parts, coil springs, chassis parts and electrically heat-treated springs for cars and trucks. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.

142. IGNITION—Catalog on Automotive ignition parts, wire and cable backed by customer satisfaction since 1921. Guaranteed by Andrews Mfg. Co., 924 S. Theresa Ave., St. Louis 3, Mo.

144. AUTOMOTIVE SERVICEMEN'S HANDBOOK—A simplified reference book for the operation, checking, tune-up and repair of auto, truck and tractor engines. Burd Piston Ring Company, Rockford, Ill.

149. NEW FAMPHLET DESCRIBING UNIT CONSTRUCTION of Drive Shaft Bushing and Seal Assemblies, Housing Repair Kits, Repair Units, Transmission Case Ball Seats and Special Pinion Bearing Assembly for Chevrolet cars, pick-ups and most GMC pick-ups. National Machine Works, P. O. Box 4305, Oklahoma City 9, Oklahoma.

160. NEW BLACKHAWK PORTO-POWER CATALOG NO. P-59, AND PRICE SCHEDULE—Includes "catalog of uses," covering Porto-Power service in repairing, rebuilding and reconditioning. Write Blackhawk Mfg. Co., Catalog Dept., P. O. Box 613, Milwaukee 1, Wis.

161. WHIZ CATALOG NO. 48-C—Describes the complete line of Whiz Automotive Chemicals designed to make cars run better and look better. R. M. Hollingshead Corp., 840 Cooper St., Camden, New Jersey; Toronto, Canada.

162. WILLARD STORAGE BATTERY CATALOG—Complete technical specifications for storage batteries for every application. Liberally illustrated. Replacement information. Explanation of battery construction features. Willard Storage Battery Company, 24 E. 131 St., Cleveland 1, Ohio.

164. AIRTEX FUEL PUMPS AND ANTI-PULSATION GASOLINE FILTERS—New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Anti-Pulsation Catalog AX64. Airtex Automotive Division, Inc., Fairfield, Ill.

175. HOW TO MAKE MORE MONEY REBUILDING CARBURETORES—Describes, for the first time, how an average mechanic can become a carburetor expert in one week, with the revolutionary "Hygrade Finger tip System of Carburetor Rebuilding." Tells how he can earn an extra \$2.75 per carburetor and chop 25% off work time. Hygrade Products Division, Standard Motor Products, Inc., Long Island City 1, N. Y.

185. SERVICE MANUAL FOR THE DOCTOR OF MOTORS—A comprehensive and thorough reference book which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It also gives instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Hagerstown, Indiana.

154. BATTERY SERVICE MANUAL—Prepared by Association of American Battery Manufacturers as an authentic reference and guide for everyone interested in automotive storage batteries. It is complete in its coverage of the subject and so simply written and so profusely illustrated that service men and battery owners will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 281, Toledo, Ohio.

155. WIRE & CABLE CATALOG—A 34 page catalog covering every automotive use of electric wire and cable, complete with specification data—Electric Auto-Lite Co., Merchandising Division, Champlain & Chestnut Sts., Toledo 1, Ohio.

156. THE WHYS AND HOWS OF VOLTAGE REGULATORS—Explains the simple language and detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16 pages handy pocket size edition with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., Long Island City 1, N. Y.

157. CLAYTON DYNAMOMETER—gives you inside road test, always controlled, for die testing, adjusting and tuning any car under all driving conditions. Easy to install & operate. Gas cut costs & increases performance 30 to 70%. Write for catalog & profit story. Clayton Mfg. Company, Box 556, El Monte, Calif.

158. OIL FILTER MERCHANTS—Three Extra Dollars and how to sell them in oil filter service sales. All the facts on new Wix sales tools . . . the Cabinet Merchant and Wix Director. Wix Accessories Corp., Glastonbury, Conn.

159. HAND TOOL CATALOG NO. 57M—99 colorful pages of modern Hand Tools for all phases of automotive repair and maintenance, showing the right tool or tool set for practically every job. New British Machine Company, New Britain, Conn.

160. AUTOMOTIVE BEARINGS—Catalog 58-C—A 68 page listing of connecting rods, main shaft and main bearings for cars, trucks and tractor engines. Johnson Bros. Co., New Castle, Pa.

161. ELECTRICAL SWITCHES—The 1962 Cole-Harrison line consists of automotive switches, truck and trailer connectors, accessories and miscellaneous automotive electrical equipment. Address Cole-Harrison Company, 20 Old Colony Avenue, Boston 27, Mass.

162. FACTS ABOUT IGNITION COILS—Learn what characteristics of a coil are needed for top motor performance, the significance of coil polarity, why an engine skips at low speeds and many other tips on ignition service. Reliance Mfg. Co., 282 East St., New Haven 5, Conn.

163. THE RICHILITE MFG. CO.—Available for distribution a colorful and fully illustrated 28 page catalog of exhaust deflectors, rear view mirror, inside door handles, clothes hangers, gas door guards and many other quality automotive accessories and parts. Richilite Mfg. Co., 2828 Indiana Avenue, Chicago 16, Illinois.

164. ILLUSTRATED FOUR-PAGE COLOR FOLDER—Showing the operation and construction features of the new Sturm-Vulcan Turbo Blaster, a parts and motor block cleaner, with handy specification table. Sturm-Vulcan, Inc., 3504 Commerce Street, Dallas, Texas.

165. OIL FILTER & REFILL, RAPID REFERENCE CATALOG has easy-to-use Reference Chart which alphabetically lists makes of cars and cross-indexes makes of filters for cars, trucks, buses and trailers. Illustrated and Indexed Chart. Multi-Screen and Standard Refill. Plus retail price list and helpful hints. Champion Laboratories, Inc., Canton Dept., 151 Charles St., Meriden, Conn.

166. GREELY BRAKE BONDING CATALOG—Greely's equipment for conditioning shear for bonding; power pressure gas heated automatic bonders; clamping devices and gas and electric ovens for bonding. Complete listing of Greely segments and applications. Greely Mfg. Co., Franklin, Ohio.

167. COMPLETE CATALOG DATA BOOK ON SPRAY PAINTING—Blitz Catalog 101 is packed with 34 pages of spray painting

equipment . . . everything required for automotive refinishing . . . spray guns, spray booths, air compressors, complete outfit, extractors, respirators, hose and accessories. Also car washing guns, dusting and cleaning guns. Blitz Mfg. Co., 8180 Carroll Ave., Atlanta 18, Ga.

168. NEW 22 PAGE CATALOG of lighting and reflecting equipment is now available upon request. Do-Ray Lamp Co., 1455 S. Michigan Avenue, Chicago 4, Ill.

169. BRAKE LINING—A new 18 page condensed catalog together with comprehensive dealer wall chart listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Brake Corp., P. O. Box 846, New Castle, Ind.

170. SIGNAL-STAT CATALOG AND INSTALLATION INSTRUCTIONS—describes and illustrates the Signal-Stat Switch and Flare Stat and complete line of Signal-Stat Directional Signal and Safety Equipment for passenger cars, trucks, and buses. Signal-Stat Corp., 525-530 Kent Ave., Brooklyn, N. Y.

171. CELLO GRILLE GUARD catalog pages showing the many types available for both cars and trucks from 1946 to 1952 model. Cello Products Co., E. Boston 22, Mass.

172. "N" ENGINEERED LUBRICATION DEPARTMENTS—A 22-page booklet describing and illustrating various size lubrication departments and the combination of equipment for most efficient and economical lubrication dependent on available floor space. Lincoln Engineering Company, 5700 Natural Bridge Ave., St. Louis 28, Mo.

173. NEW FILKO IGNITION PARTS CATALOG—Big 150-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. No simplified listings make the new Filko Catalog exceptionally easy to use. F. S. B. Mfg. Co., 4245 W. Chicago Avenue, Chicago 51, Ill.

174. FOLDERS DESCRIBING DAY-LIFT PORTABLE PNEUMATIC AUTO LIFT—An illustrated presentation of the construction and features of the Day-Lift portable pneumatic Auto Lifts for Cars and Trucks. Day Manufacturing Co., 516 Arlington Ave., Tarentum, Calif.

175. DIRECTION SIGNAL SYSTEMS GUIDE showing step by step procedure in servicing direction signal systems. Includes circuit diagrams and parts to Tungsol, Solen, and replacement chart. Tungsol Lamp Company, Inc., 26 8th Avenue, Newark 4, N. J.

176. COMPRESSOR BOOKLET containing 14 pages analyzing the features embodied in the construction of equipment used and corrections of the related design. Booklet features two stage ball or roller bearings, single stage ball or roller bearings, and a single stage single stage automatic as well as compressors for paint spraying, car washers and other related equipment. Champion Pneumatic Machinery Co., 325 North Pleasant Street, Princeton, Illinois.

177. "DOLLARS FROM DIAGNOSIS"—Tells how to set up and operate a profit paying Diagnostic Department. Shows how Diagnosis increases all-around efficiency and builds customer goodwill. Ask for "Dollars from Diagnosis" and copy of latest Sun Catalog! Sun Electric Corp., 6823 Avondale Ave., Chicago 31, Ill.

178. RADIATOR AND WATER CLEANER—catalog describing new radiator and water cleaner. Unit easy to install, priced economically, two models fit all cars, trucks and buses. Cartridges easily and quickly changed. Franklin Corporation, Providence 11, R. I.

179. SERVICE MANUAL FOR AUTOMATIC TRANSMISSIONS—Details and illustrations for checking level and changing fluid on Hydro-Matic, Dynaflow, Power glide, Ultramatic, Chrysler Fluid Drive and Hindeon Wet Clutch. The Bell Co., Inc., 497 M. Wolcott Ave., Chicago 22, Ill.

180. HYDRAULIC BRAKE WALL CHART—Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinders, master and wheel cylinder repair kits, stop light switches and brake hoses. Eis Automotive Corp., Middletown, Conn.

181. PAY LOAD PROOF—Alico's new 86 page booklet on aluminum trailers. Performance records, weights, structural information. Write to Aluminum Co. of America, 679 (Dept. 8), Pittsburgh 19, Pa.

182. MOBILE INFRA-RED OVEN—Technical brochure describes Auto-Bake, Mobile infra-red oven which dries cars to mirror like finish, granite like hardness in under 30 minutes. Shows profit possibilities from increased refinishing business. American Brake Shoe Co., Kelley Div., 97 Humboldt St., Rochester 9, N. Y.

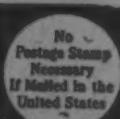
183. DUE-ALL BRAKE RELINING SYSTEM—Illustrated folder describes Due-All System that provides complete relining coverage for passenger cars and light trucks with only 4 liner sizes. Includes large 16" x 22" wall chart showing the five easy steps for relining any set of brake shoes. Gaitor Corp., Automotive Div., 225 N. LaSalle St., Chicago 1, Ill.

184. WILLARD CABLES AND ACCESSORIES CATALOG, Illustrates and describes battery cables, ground straps, primary and secondary wire, terminals, hold down, service tools and allied products. Replacement data, Technical information. Willard Storage Battery Co., Cleveland 1, Ohio.

185. AIR COMPRESSOR CATALOG covers complete line of air compressors for automotive service. Includes technical information charts and data to insure selection of adequate compressor capacity. Westinghouse Air Brake Co., Industrial Products Div., Wilmerding, Pa.

186. G-E SAFETY LIGHTING SERVICE MANUAL—Tells how to sell automotive lighting service . . . How to aim headlamps . . . What lamps to stock . . . Fully illustrated and packed with plenty of "Know-how." Inquiry Bureau, Lamp Department, General Electric Co., Nein Park, Cleveland 18, Ohio.

187. "DOLLARS FROM DIAGNOSIS"—Tells how to set up and operate a profit paying Diagnostic Department. Shows how Diagnosis increases all-around efficiency and builds customer goodwill. Ask for "Dollars from Diagnosis" and copy of latest Sun Catalog! Sun Electric Corp., 6823 Avondale Ave., Chicago 31, Ill.



BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.5, P. L. & R., ATLANTA, GA.

SOUTHERN AUTOMOTIVE JOURNAL

806 Peachtree St., N. E.

Atlanta 5, Ga.

382. NEW AUTO JACK CATALOG—Shows complete line of hydraulic and mechanical jacks, including new Floor Jack, Super Jack, new Saf-Lift, bi-ped Jack and many others. 15 pages, fully illustrated with complete descriptions and specifications. Auto Specialties Mfg. Co., St. Joseph, Michigan.

383. IGNITION TROUBLE SHOOTING—A technical manual of 100 catalog on ignition and fuel pump lines, including Bunker Life-time Ignition, new Saf-Lift, bi-ped Jack and many others. 15 pages, fully illustrated with complete descriptions and specifications. Auto Specialties Mfg. Co., St. Joseph, Michigan.

384. AUTOMOTIVE SAFETY LIGHTING DEVICES—A new automotive catalog illustrating reflectors, directional signals, tail lights, stop lights, armored clearance lamps and safety reflector lamps. Heavy-duty design, designed and built for commercial truck and bus use. Grote Mfg. Co., Bellevue, Ky.

385. FRONT END SUSPENSION—Parts, the rods and king bolt sets. Two new catalogs offering ease and convenience in establishing part identification, description, manufacturer's number and quantity used per car. Front end service poster and direct mail post cards are being offered with catalog. Hessey Metal Products, Inc., Derby, Conn.

386. FAULTY BRAKE—Bad brakes cause more accidents than any other mechanical defect. A free PEDAL BLOCK is yours for the asking. American Brakeblock Div., 4616 Marquette Ave., Detroit 9, Michigan.

387. NEW CATALOG ready for distribution. A new four page folder illustrating and describing new Model "B" Automatic One-End Lift. Automatic Steel Products, Inc., Canton, Ohio.

388. ELECTRIC WINDSHIELD WIPERS—New fully illustrated 28 page color catalog giving complete information on dual and single models. Also contains motor and parts cross reference chart and detailed application chart for both passenger cars and trucks. American Bosch Corp., 3844 Main St., Springfield 7, Mass.

389. SHOP EQUIPMENT LITERATURE—Bulletin on Lee End Lift, portable air-operated auto and lift; Lee Handy Lift and Lee Stands. Automotive Equipment Manufacturing Co., 11000 S. Alameda, Lyndwood, Calif.

390. V BELTS—Full description and catalog on "Factory Fresh" V Belts, V Belt Displays, etc. Durkee-Awtod Co., Dept. 844, Minneapolis 12, Minn.

391. TIME SAVING, LABOR-aiding IMPACT TOOLS—Price list, complete details on electric Impactools, sockets and accessories, and thirteen common jobs where Impactool can save up to 90% of time required by hand wrenches. Ingersoll-Rand Company 11 Broad, New York 4, N. Y.

392. HIGHWAY SAFETY EQUIPMENT—A two color, twelve page presentation of the entire Autus Line. Includes the new Autus Mirrors and Stop Lites. All items are clearly described and plainly numbered with carton packing and shipping weight. Kalamazoo punched. Write for your supply. Autus Force Oiler Co., Fort Madison, Iowa.

393. FACTS OF LIVE-ENGINE LIFT—16 page booklet on how to repair engine troubles and corrections, with emphasis on the non-mechanical tune-up. Illustrated throughout. Gives the complete story on oil additives, also selling tips and instructions for use. Canco Division, Hastings Manufacturing Co., Hastings, Mich.

394. NEW HOT SPRAYING METHODS—An informative pamphlet described in booklet "The Hot Issue." Based on exhaustive research it gives both advantages, disadvantages and technical information derived from these tests. Martin-Senour Company, 2420 E. Quincy St., Chicago 2, Ill.

395. CARE AND SERVICING OF STO-BATT BATTERIES—Booklet giving tips on correct battery stocking, insulation, storage and charging techniques. Includes chart for temperature correction of specific gravity readings, charging rates and battery efficiency at low temperatures. Prest-O-Lite Battery Co., Toledo 1, Ohio.

396. A H C OF SAFE PROFITABLE TIRE SERVICE—A 44 page book just published by Bower "Safe Fast" Corp. Complete with illustrations and how-to-do-it instructions. Outlines latest tube and casting repair techniques as well as reconditioning trade-in for profitable results. Bower "Safe Fast," Corp., 222 North Pine Street, Indianapolis 7, Ind.

397. WINDSHIELD WIPER REPAIR WALL CHART—Chart showing proper blade and arm assembly for all cars and trucks, flat and curved wipers. 1954-1955 models, informative chart DM 44. Trico Products Corp., 817 North Pine St., Buffalo 8, N. Y.

411. DON'T GET CAUGHT WITH YOUR GUARDS DOWN—An informative circular on Acme Splash Guards. Also available Acme Automotive Hose Catalog, FLEXITRIC Radiator Hose, Circular and Sheet, Acme Industrial Catalog, Fire Hose Catalog, and Garden Hose and Splash Guard Sheet. Acme Rubber Mfg. Company 2525 S. Main St., Los Angeles, Calif.

412. NUT LOOSES—8 page folder describing Sodris guaranteed corroded parts removing solution and other products including the bubble foam car wash and super solder. Sodris Mfg. Co., 2748 Metcalf Trailway, Kansas City 8, Mo.

413. LEAVES WAX-REMOVES BUG JUICE—Descriptive folder of 8 pages on bug juice remover also other Sodris lines including shock and radiator seals and cleaners, rust inhibitor, floor mat and running board dressing. Sodris Mfg. Co., 2748 Metcalf Trailway, Kansas City 8, Mo.

415. THE NEW DYN-A-LYZER—Colorful, 4-page bulletin describing the new Manches Alignment machine that revolves the wheels to measure alignment under true driving conditions. Also provides precision setting of centered steering position, and toe-in adjustment with the new Tractoscope. Manches Equipment Division, 185 N. Wabash Avenue, Chicago 1, Illinois.

416. TAIL PIPE REPAIR KIT—A four-page color catalog describing the quality

heavy gauge, seamless tail pipe repair kit. Four sizes to fit all cars. Quaker Supreme Chemical Corp., 315 Whitman St., Montgomery, Alabama.

420. SIOUX TOOLS—Illustrated and descriptive condensed 18 page Catalog No. 100-D of SIOUX Portable Electric Tools for Automotive repair and Maintenance. Alberto & Company, Inc., Sioux City, Iowa.

421. FLAME TIP ILLUMINATED FENDERS—and the many other Santy products including the "Aero-Lite" visor, "Glow Knob" cigarette lighter, out-of-way clothes carrier, auxiliary sun glare shield, "Glamour Girl" wheel spinner "Easy Empty" ash tray and "in 1" key chains are beautifully illustrated in the new Santy literature sheets. Also contain specifications and prices. Santy Corp., 251 N. Crawford Avenue, Chicago 24, Ill.

422. SOUTHERN FARM MARKET—A state by state digest of Southern Farm situation. Important figures designed to help you increase sales among farm trade. Farm & Ranch Southern Agriculturist, Nashville, Tenn.

423. DREW AUTOMOTIVE CHEMICALS—A new 8-page folder completely describes GREEN Gas, Purple Drew Diesel Chemicals, Astro Gas, Wash, Fueling Fluids, Drew Hydraulic Brake Fluids, Diesel Degreasing Solvents, Drew Carburetor and Parts Cleaner and Duform All-Purpose Cleaner are available from Automotive Chemicals Division, E. F. Drew & Co., Inc., 15 East 29th Street, New York 10, N. Y.

424. FREE SAMPLES of Disney uses car wash, wax, stain remover, chrome polisher, white side wall cleaner and waterless hand cleaner available upon written request. Also 4-page booklet illustrating uses and application of Disney products. Disney Mfg. Co., 719 S. Sarah St., St. Louis 16, Mo.

427. "FACTS ILLUSTRATED"—now being distributed by the Dyna-Sound Engine Parts Company, clearly portrayed in text and pictures the differences between the so-called "flat round" and "split round" bearing and the countershaft, the split and interlock types. Contained in this free booklet are such items as the differences in precision, methods of manufacture, production and other subjects. Dyna-Sound Engine Parts Co., 725 Loma Verde Avenue, Park Alto, California.

428. GAS-O-LATOR—is described in color full 4-page catalogue. An emergency fuel unit and portable traction unit. Good for use of top lubricants during motor tune-up also used for breaking in new and rebuilt engines. As trouble-shooter, installed in one minute and instantly indicates the trouble. Viking Tool & Machine Corp., Belleville 9, N. J.

429. QUICK-CHECK TIPS—an interesting and valuable booklet outlining an orderly, comprehensive inspection-checking procedure embracing the electrical system of the car. Arrow Armatures Co., 15 Fordham Road, Boston 24, Mass.

431. AUTOMOTIVE HOISTS—a 24 page color booklet giving detailed description and mechanical specification of the complete Globe line. Will point the way to Greater Life Profits. Globe Hoist Co., 8, Merrimack Lane of Queen, Philadelphia 16, Pa.

Send me these **FREE** Catalogs and Bulletins . . .



I want details on these New Products . . .



My Name _____

Title _____

Company _____

Street _____

City _____ State _____

7/28
List Items You Want.

Tear Out and Mail

Attached Card

Now!

Please be sure to fill in your Firm's Name and your position on the Coupon. This service cannot be extended to you unless this information is furnished.



New PRODUCTS AND CATALOGS

800—Puller Adapter

A three-way head to convert its OTC three-arm Grip-O-Matic puller to hydraulic power has been announced by Owatonna Tool Co., 306 Cedar St., Owatonna, Minn.

The head is used with the Power-Twin ram and the puller. Three sizes are available for corresponding pullers. The 1013-2H and 1013½-2H heads adapt the 1013 and 1013½ pullers for use with the 17½-ton ram. The 1014-2H and 1015-2H adapt the 1014 and 1015 pullers for use with the 30-ton ram.

Want more information? Use coupon on page 130 and you'll get it!



801—Turn Signals

A Class B turn-signal kit for smaller trucks, in fender-mounting or flush-mounting types, has been announced by K-D Lamp Co., 1910 Elm St., Cincinnati 10, Ohio.

No. 757 is a single-face red or amber unit and No. 758 is a double-face red-amber unit. Each has a wire extending through the hollow stud to facilitate fender mounting. No. 759 flush-mounting signal is available in red or amber. The flashing switch has an indicator light and emits an audible click when in operation. Three-wire circuit and built-in fuse simplify installation.

Want more information? Use coupon on page 130 and you'll get it!



802—Spotlight

A sealed-beam spotlight, designed especially for late-model passenger cars with narrow windshield posts, is now being marketed by Casco Products Corp., Bridgeport, Conn.

Requiring only a $\frac{1}{4}$ " conductor hole drilled through the pillar post, the light reportedly eliminates the previous practice of mounting through the door. Installation is made by mounting the bracket with two small self-

tapping screws. A toggle switch is fastened on the dashboard and the beam is directed by hand from the

driver's seat.

Want more information? Use coupon on page 130 and you'll get it!



Write for
your copy

JOHNSON BRONZE BEARING HANDBOOK

Just off
the press



THIS new Johnson Automotive Bearing Handbook contains valuable information on bearings, their care and their replacement. It will assist you by explaining the correct method of removing, installing and maintaining automotive bearings. It is packed full of practical, easy-to-read information and is profusely illustrated. The information has been compiled through the cooperation of the Johnson Bronze Engineering Department, its Research and Development Laboratory and Johnson Field Service Engineers. It has been prepared for the use of practical men who service automotive engines, and for students in automotive trade schools.

This Handbook will be sent FREE if requested on your business letterhead; also to students and instructors who write on trade school stationery.

JOHNSON BRONZE CO., 565 S. Main St., New Castle, Pa.



JOHNSON B BEARINGS

Sleeve-B Type

804—Control Knob

A replacement knob for choke and throttle controls, featuring a nickel-plated ring around a plastic center, has been announced by Superior Screw & Manufacturing Co., Inc., 1920 N. Leamington Ave., Chicago. Want more information? Use coupon on page 130 and you'll get it!

805—Welding Equipment

The "G-K" series of welding and cutting equipment, said to handle all usual types of maintenance and repair work, has been announced by Marquette Manufacturing Co., 307 E. Hennepin Ave., Minneapolis, Minn.

The O-ring seals for metal-to-metal connections are said to permit 360° tip alignment and to eliminate soldered connections. Cool-operating tips with heavy-wall tubing provide faster heat dissipation, according to the manufacturer, and alloy-brass head gives strength and durability. The handle is easy to grip. Model G welding torch and tips and Model K assembly are available either in complete outfits or as individual items.

Want more information? Use coupon on page 130 and you'll get it!

806—Caulking Guns

A line of air and screw-pressured caulking guns, designed for operation



on usual air-line pressures, has been announced by Salsbury Corp., Pneumatic Tool Division, 1161 E. Florence Ave., Los Angeles 1, Calif.

Three sizes are offered: 3/10 pint, pint and quart. The larger sizes are available with steel or stainless-steel barrels. Disposable barrels are available with the small gun for use with extra sticky or fast-setting compounds. Two types of nozzle are furnished with each gun. The guns reportedly can be used for a variety of caulking, sealing, mastic and L.P. materials.

Want more information? Use coupon on page 130 and you'll get it!

FIRST
LAST
ALWAYS

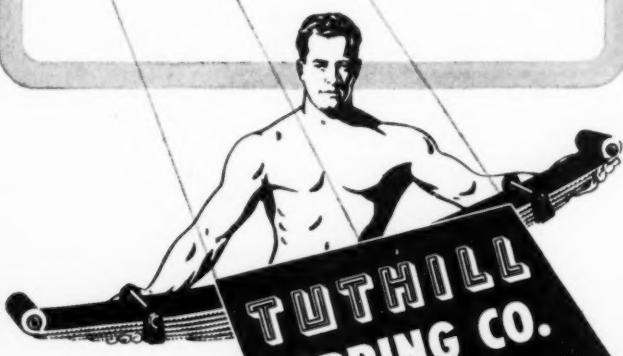
For 70 years, Tuthill has been first in keeping pace with newest developments in the manufacture of replacement springs. Now . . . treated with MOLYBDENUM DISULPHIDE (MoS₂) . . . Tuthill is first to offer springs that won't squeak or gall!

Since 1880, only the finest quality alloy steel obtainable has been used in manufacturing Tuthill Springs . . . heat treated for greater strength, to take more abuse and last years longer!

Tuthill Springs are profitable to handle . . . always in demand because they're dependable and priced right.

To get premium quality without paying premium prices—whether it's a spring for heavy-duty trucks or easy-riding cars—you can rely on Tuthill first, last, and always!

Ask your Jobber for a FREE copy of our Car Application Wall Chart.



Warehouse Stocks
Available in
Atlanta, Georgia
1342 Spring Street, N. W.

807—Masking Manual

An enlarged manual on masking cars, trucks and buses for spray painting has been issued by Industrial Tape Corp., New Brunswick, N. J. The illustrated handbook contains product information, methods of masking and hints on ways to do a better and faster masking job.

Want more information? Use coupon on page 130 and you'll get it!

808—Chrome Cleaner

A chrome cleaner that is said to contain no abrasive and to require no rubbing has been introduced by Great Lakes Chemical Co., West 2nd & Noble Court, Cleveland 13, Ohio.

The compound is applied with a brush, allowed to stand 15 minutes



and washed off with a generous amount of water. An insoluble ingredient remains on the chrome as a protective coating, the manufacturer said. The compound is available in 6-oz. jars, quarts and gallons.

Want more information? Use coupon on page 130 and you'll get it!



Road tests prove HUDSON'S New Wonder Car outperforms anything in the low-price field

Every road-test report on Hudson's new, low-priced wonder car shows that results are spectacular!

- Acceleration is phenomenal, performance is comparable to that of the fabulous Hudson Hornet! Veteran engineers could hardly believe their timing equipment, although they knew in advance that this new Hudson has the highest power-to-weight ratio in the low-price field!
- This car handles more easily, more surely; and has stability that is in a class with the highest-priced cars. "Step-down" design makes it possible to lower the car's center of gravity. This, combined with fine over-all balance, gives the most restful driving ever known in the low-price field!
- Fuel economy is unusual because of this car's efficient and very high-compression engine—and its freedom from excess weight. Premium-grade fuel is *not* required for top performance.

The first cars produced will be four-door sedans in both standard and de luxe models, seating six people comfortably. Other body styles will follow.

You can profit with this great new car and the other outstanding Hudson series. It will pay you to *investigate* today!

A few choice dealer franchises are available. If you'd like confidential advance information on Hudson's new, low-price wonder car and the Hudson franchise, *send in this coupon today!*

FOR FURTHER DETAILS, MAIL THIS COUPON TODAY!

C. A. J. Hadley, Sales Manager
Hudson Motor Car Company
Detroit 14, Michigan

I would like full details on the Hudson dealer franchise and advance information on Hudson's new, low-price wonder car. I understand that all this information is confidential.

NAME _____

ADDRESS _____

CITY & STATE _____

BUSINESS _____

POSITION _____

809—Seal Display

A display package for its radiator seal, holding a dozen 8-oz. cans, is now available from Tincher Products Co., 903 Borden Ave., Sycamore, Ill. Designed for shelf or counter display, the unit measures 9" by 6" by 5½".

Want more information? Use coupon on page 130 and you'll get it!



810—Truck Canopy

A protective canopy for use on pick-up trucks and stake trucks has been announced by Metalfab Corp., P. O. Box 5956, Dallas, Texas.

The frame is of 14-gauge, rust-resistant channeled steel. Canopy is of

heavy double-filled duck, treated to resist mildew and water. It is reinforced at points of greater wear. The canopy is held down on the sides by zinc-plated springs attached to the body of the truck and the bottom of

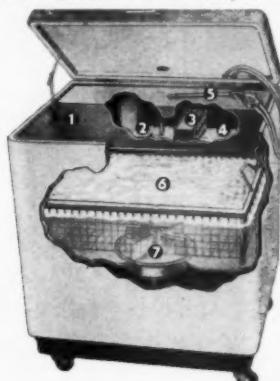
the canopy. Standard color of the Truk-Tarp, as it is called, is olive drab. Dark blue, flameproofed fabric is also available.

Want more information? Use coupon on page 130 and you'll get it!

811—Parts Washer

The Turbo-Blast Jr., a smaller parts cleaning unit for shops that do not require a large-capacity unit, has been introduced by Storm-Vulcan, Inc., 2225 Burbank St., Dallas 19, Texas.

The model has the standard impeller powered by a ½-h.p. motor.

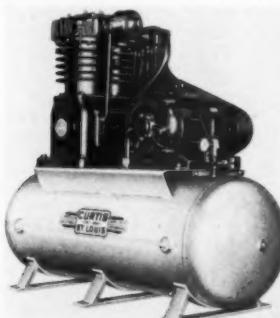


The parts basket measures 26" by 14" by 6". The portable cleaner is 35½" high and 29½" wide. Numbers in illustration show: 1, safety fusible link; 2, clean solution tank; 3, filter; 4, solution settling tank; 5, power rinse gun; 6, cleaning compartment and basket; and 7, impeller.

Want more information? Use coupon on page 130 and you'll get it!

812—Air Compressor

A 15-hp, two-stage, air-cooled, tank-mounted air compressor, Model No. V-9812, has been announced by Curtis Pneumatic Machinery Division, 1938 Kienlen Ave., St. Louis 20, Mo.



It has a piston displacement of 78 cubic feet a minute and is suitable for all requirements within its capacity range at pressures up to 175 pounds.

Want more information? Use coupon on page 130 and you'll get it!

Reflections of **QUALITY**

MIRO-FLEX

Automotive Mirrors

300 DIFFERENT COMBINATIONS

You don't have to "stretch," to find the superior quality of Miro-Flex mirrors because a quick glance will give you a clear picture of their excellence and positive reflection of what's on the road. Miro-Flex Mirrors are heavily silvered on double strength glass, plasticized to prevent discoloration and Perma-sealed against moisture.

Eight heads, six arms and seven brackets permit dealer to offer over 300 combinations from a minimum stock. Sensible packaging of individual units holds down inventory.

Miro-Flex is the manufacturer of the Genuine Miro-Flare which carries ICC authorization and approval by most states. Now available in two sizes.

Write for Complete Details of the Miro-Flex Automotive Line

MANUFACTURED BY
MIRO-FLEX CO., INC.
1824 EAST SECOND STREET • WICHITA, KANSAS



ANOTHER ONE OF BLUE STREAK'S
36,000 BOOSTERS!



Fame doesn't come easily. You have to do more than just hang out a repair sign. Sometimes, you have to do pretty near the impossible to spread your good name as a mechanic... make a '38 model sound like a new car... breathe new life into a frozen-dead motor...

That's why it's so important to know about ignition parts that are equal to tough jobs. Take the Blue Streak condenser. You ought to know we inspect every single part... don't miss one in a million. You ought to know there are *thousands more* miles of "life" in Blue Streak condensers.

And next time you're at your jobber's, you ought to put in a supply. Because they're sturdier; because they last for more miles than you imagine condensers should last; because their performance insures your reputation... makes customers say: "Great mechanic that Joe." Standard Motor Products, Inc., Long Island City 1, New York.

*Better your Business...
Buy Blue Streak*

"As good or better than original equipment." That's how C. A. Dierksen of Drummond, Okla. rates Blue Streak ignition parts. "My customers like their extra dependability—especially the harvest machine owners with their 24-hours per day schedules."



COILS • POINTS • CONDENSERS • VOLTAGE REGULATORS • HEADLIGHT RELAYS • DISTRIBUTOR HEADS & ROTORS • DIMMER SWITCHES • WIRE & CABLE

SOUTHERN AUTOMOTIVE JOURNAL for JULY, 1952

813—Panel Catalog

A catalog on its complete line of E-Zee-On door-repair panels, including 1952 models and other panels added to the line since the 1951 catalog was issued, is now available from Graver Industries, Inc., P. O. Box 4027M, Cleveland 23, Ohio. The illustrated catalog lists panels by car, model and year.

Want more information? Use coupon on page 130 and you'll get it!

814—Body Solder

A body solder, said to take 50 per cent less heat than tin-alloy solder and to fill without fluxing or shrinking, has

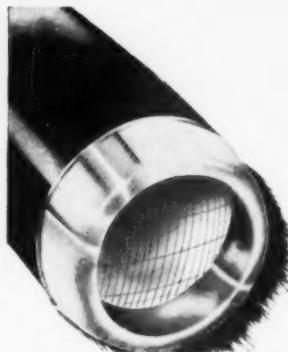
been announced by Swiss Laboratory, 1533 Hamilton Ave., Cleveland, Ohio.

The solder will stand a 350° infrared bake, the manufacturer said, and will take any finish, lacquer, or synthetic. Because of its low melting point, Fil-Solder, as it is called, does not warp metal. It is said to feather to a smooth edge. Four ounces of the product reportedly will fill as much space as a pound of conventional solders.

Want more information? Use coupon on page 130 and you'll get it!

815—Headlight Rim

A chrome headlight rim that snaps over old rim to give a "searchlight-



headlight" look is now being produced by Berkson Products, Inc., 2014 N. Major Ave., Chicago 39, Ill.

The rims come in triple-plated chrome and also in gold plate.

Want more information? Use coupon on page 130 and you'll get it!

816—Mud Flaps

Mud flaps for the rear wheels of trucks, now required by law in 19 states, are being produced by Fruehauf Trailer Co., 10940 Harper Ave., Detroit 32, Mich.

The flaps are fabricated of chopped tire-cord fabric, said to be durable and tough. A flexible wire mesh for additional strength without loss of flexibility is bonded and molded between two layers of fabric. At the top of the flap are three air holes to give air release so flaps hang properly, even at high speeds. The air holes also contribute to tire and brake life by permitting escape of heated air.

Want more information? Use coupon on page 130 and you'll get it!

817—Water Pump Catalog

Catalog WP-66, featuring its complete line of water pumps, has been issued by Airtex Automotive Division, Fairfield, Ill. The catalog lists replacement pumps for popular cars, trucks and buses. Numerical lists show car applications for each number, both bearing and bushing types. Interchangeability lists are also included.

Want more information? Use coupon on page 130 and you'll get it!

RATED AMONG THE

TOP TWO

in recent important tests
by a leading consumer testing organization!

Acme Tire Pressure Gauges rated among the top two for accuracy, readability and ability to "take it" in recent important consumer tests! Used by leading servicemen everywhere. Send for complete catalog No. 1003.

ACME AIRLINER
The 3-in-1 Gauge. Inflates, deflates, gauges. A "must" for all stations.

ACME VALVE CORES
Equal to or better than other leading brands, by independent test!

ACME RUBBER VALVES
Made of premium quality rubber. For use on natural or synthetic rubber.

ACME TIRE PRESSURE GAUGES
AND OTHER AIRLINE ACCESSORIES

ACME AIR APPLIANCE CO., INC.
100-120 Hinsdale St., Brooklyn 7, N.Y.

136

SOUTHERN AUTOMOTIVE JOURNAL for JULY, 1952

michigan *Hi-Therm* bearings are **RIGHT** because...

- ✓ They're **MADE RIGHT**
- ✓ They're **PRICED RIGHT**
- ✓ They're **ADVERTISED RIGHT**

Proof:

Michigan Hi-Therm Engine
Bearing sales lead all others
with the greatest percentage
of sales-increase in 1951!



—built for America's best-
engineered automobiles... by
a basic supplier to the industry
for more than 25 years.

DETROIT ALUMINUM & BRASS CORPORATION

Detroit 11, Michigan

818—Aluminum Paint

A ready-mixed aluminum paint that is said to become permanently bonded to metal surfaces when the painted metal is heated from 500° to 1,600° F. has been announced by The Sheffield Bronze Paint Corp., 17814 Waterloo Rd., Cleveland 19, Ohio.

"Super-Hot," as it is called, may be brushed, sprayed or dipped. It is said to air-dry within 30 minutes, after which heat can be applied. Although the best results are obtained when application is made on clean, dry surfaces, the paint may be applied to surfaces that are rusty, moderately greasy or oily, the manufacturer said.

The protective coating on the metal

is said to remain bright and to resist peeling, blistering or discoloring. The finish is said to be impervious to most ordinary solvents, since it forms an aluminum glaze that is an integral exterior of the painted object. The paint reportedly adheres to practically all metal surfaces.

Want more information? Use coupon on page 130 and you'll get it!

819—Brake Bleeder

A brake bleeder that is said to make it possible for one man to bleed a complete set of brakes is now being marketed by Arasco Manufacturing and Sales Corp., 451 Tenth Ave., New York 18, N. Y.



The automatic unit is fitted with a reversible check valve for easy cleaning. A snap-on coupler reportedly fits all cars.

Want more information? Use coupon on page 130 and you'll get it!

820—Masking Machine

An adjustable masking machine for wall or bench installation that will accommodate paper up to 36" wide in a single roll or several combinations in smaller widths has been announced by Industrial Tape Corp., New Brunswick, N. J.

The Permacel #8, as it is identified, has a cutter bar that can be positioned to suit the convenience of work habits of the operator. Paper loading is simple, according to the manufacturer, for an additional saving in time for paint and body shops. The device can be used either horizontally or vertically, depending on the layout of the shop and the preference of the operator.

Want more information? Use coupon on page 130 and you'll get it!

821—Brake Lining

A brake lining that is constructed of strands of asbestos web saturated and surrounded with a special frictional binder material is now being produced by Russell Manufacturing Co., Middletown, Conn.

Because of its greater density and tensile strength, it is claimed by the manufacturer that Rusco Fused Fabric lining will not absorb water. Frictional heat reportedly evaporates surface moisture, allowing for quick braking recovery. This reduces grabbing and fading.

The lining is said to have a uniform rate of wear and a distinctive appearance during its whole life. Compression of the material under high pressure during manufacture reportedly gives it a tensile strength nearly ten times that of conventional woven lining.

Want more information? Use coupon on page 130 and you'll get it!

822—License Lamp

A chromed license-plate lamp that mounts in two ways has been announced by Yankee Metal Products Corp., Norwalk, Conn.

Complete with rubber pad and sheet-metal screws, it is ready for vibrationless flush mounting or it can be mounted directly on present license bracket of most models.

Want more information? Use coupon on page 130 and you'll get it!

NEW "RED-HOT" ITEM A FAST SELLER ALREADY



COLEMAN COMPENSATOR

SAVES BUYING NEW "THIRD ARMY"
IMPROVES STEERING, EASE OF HANDLING

- Cures "Shake" in Steering Link.
- Troubles Your Mechanics to Make Accurate Steering Gear Adjustments.
- Makes Car Steer and Handle Like New at High Road Speeds.
- Excessive "Third Arm" Wear Compensated and Steering Made Easier.
- Restores Steering to Original Fine Operating Condition
- Does Save in High Winds Loss of Grip.
- Excessive Wear Prevented on King Pins — Tie Rod Ends and Other Parts of the Steering Link.
- Uses Original "Steering Third Arm" to Make the Repair.
- No Special Tools or Machine Work Needed to Complete the Installation.

Made of Carefully Selected Materials, to Give Long Life and Freedom from Breakage. Tested and Proven by Thousands of Miles of Driving by En-

gineers and Car Owners. For Chevrolet 1949-52 Passenger Cars.

For complete information on the
Coleman Compensator, call, write, or wire



NATIONAL MACHINE WORKS, INC.

P. O. BOX 4305 MANUFACTURERS AUTOMOTIVE PRODUCTS OKLAHOMA CITY 9, OKLA.





*“... an expression of faith
in the intrinsic soundness
of our country.”*

GEORGE C. BRAINARD

President, Addressograph-Multigraph Corporation

“The purchase of United States Savings Bonds is an expression of faith in the intrinsic soundness of our country, and indicates foresightedness with respect to one's own future needs. Since the inception of the Payroll Savings Plan by Addressograph-Multigraph Corporation in 1942, a large percentage of employees have continuously availed themselves of this safe and convenient method of providing for later benefits.”

Every payday nearly seven million men and women—among them a large percentage of Addressograph-Multigraph employees—give substantial expression of their faith in America by putting \$140,000,000 into U.S. Defense Bonds.

These seven million payroll savers are not only backing up our country's defense effort—they are providing for their own security . . . helping to combat inflationary pressures . . . and building a reservoir of future purchasing power. How big is the reservoir? On December 31, 1951, the cash value of Series E Bonds outstanding was \$34,727,000,000—\$4.8 billions more than the cash value of Series E's outstanding in August, 1945.

Payroll savers are serious savers. Since May, 1951, through April, 1952, E Bonds maturing totaled \$2,345,000,000. But, only \$593,000,000 of these matured bonds have been presented for payment. 75% of these matured bonds are still held by their purchasers.

As President of one of the first companies to install the Payroll Savings Plan when it was presented to industry in 1942, Mr. Brainard also appreciates the benefits that accrue to a company that has a Payroll Savings Plan with more than 60% employee participation. In company after company, absenteeism has gone down, the accident rate has fallen off and production has gone up as employee participation passed the 60% mark.

What is the percentage of *your* employee participation? If it is less than 60%, get in touch with the Savings Bond Division, U.S. Treasury Department, Suite 700, Washington Building, Washington, D.C. Your State Director (listed in telephone books under "Savings Bond Division" as well as "U.S. Treasury Department") will be glad to show you how easy it is to reach 60%, 70%, or higher through a simple person-to-person canvass that puts a Payroll Savings Plan Application Blank in the hands of every employee. Phone, wire or write today.

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

SOUTHERN AUTOMOTIVE JOURNAL



823—Antique Car Ads

Reproductions of ten early automobile ads, ready for framing and hanging in waiting rooms, displays and offices, are now available from Michaelian Motorprints, P. O. Box 14433, Los Angeles 4, Calif.

Included in the series are such famous cars as the Stutz Bearcat, White Steamer and Pierce-Arrow. Lithographed on heavy white stock, the reproductions are a distinctive gift for anyone interested in the early days of the automotive industry, according to the announcement issued by the concern.

Want more information? Use coupon on page 130 and you'll get it!

824—Skid Control

A device that is said to minimize skids on any type of road when attached to passenger cars weighing between 2,000 and 4,500 lbs. has been placed on the market by Gyro-Skid Control Co., Inc., 3859 Wilshire Blvd., Los Angeles 5, Calif.

In addition, the unit is said to give a smoother ride by dampening vibrations and to reduce danger from swerving in case of a blowout.

The control is a tubular unit about 3' long and 3" in diameter that attaches out of sight underneath the car to a rear cross-member of the frame. Inside the tube is a ball-bearing-mounted weight that "floats" be-

tween two heavy-duty compression springs, connecting the weight to the tube ends. It attaches with two clamps. It has been tested on racing and stock cars, according to the manufacturer.

Want more information? Use coupon on page 130 and you'll get it!

825—Filter Pump

A hand-sized oil-filter pump, said to almost eliminate manual cleaning and wiping when a filter refill is changed, has been announced by Purolator Products, Inc., Rahway, N. J.

The flexible nozzle is said to get into any size filter housing and draw out sludge and dirty oil when the unit is opened for refill changing. After removing the dirty element, the operator inserts the nozzle of the pump into the housing and then pulls back the plunger. This cleans out the housing and keep oil drips off engine and fenders. There is no need to open the drain plug.

Want more information? Use coupon on page 130 and you'll get it!

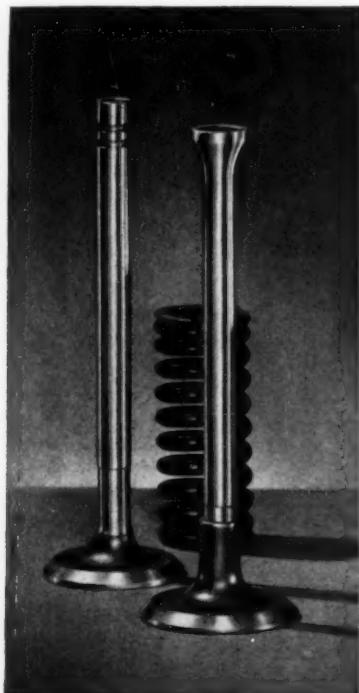
826—Steel Shelving

A line of steel shelving, designed to hold up to one ton on each individual shelf, has been announced by Equipto, Division of Aurora Equipment Co., Aurora, Ill.

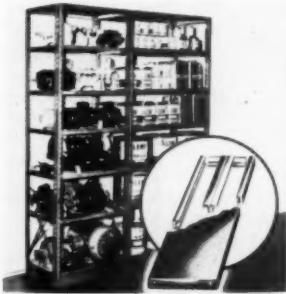
A special stud for the Iron-Grip shelves, as the line is called, permits

• Wins you friends
• Protects your profits

MANLEY *Airchrome* VALVES



THESE extruded, one-piece Manley Airchrome Valves are machined and ground so nearly accurate that there is not more than .001 of an inch variation from absolute accuracy in concentricity. Such accuracy paves the way for better installations and better performance. Such quality protects your profits. Manley Valve Corporation, Philadelphia 30, Pa., *District Sales Representatives*: Lawrence M. Hirsig & Co., Jacksonville, Fla.; J. S. Connell Co., Dallas, Texas.



firm and quick assembly or adjustment without nuts, bolts or tools. The sides and center of the shelves are equipped with 1" by 1" high-carbon angle iron, $\frac{1}{8}$ " thick. Front and rear have U-shaped reinforcing channels.

Want more information? Use coupon on page 130 and you'll get it!

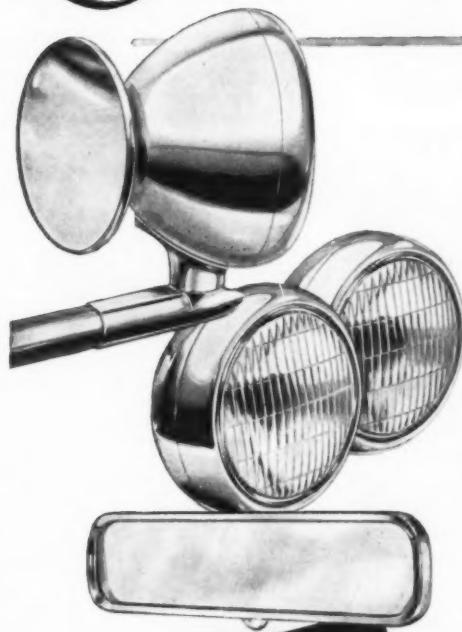
827—Battery Separator

A plastic battery separator, said to last 50 per cent longer than wood and to permit faster circulation of acid for greater starting power, has been announced by Wire and Cable Department, United States Rubber Co., Rockefeller Center, New York 20, N. Y.

It is also said to withstand heat and overcharging and to eliminate short circuits caused by split separators.

Want more information? Use coupon on page 130 and you'll get it!

Sell the finest!



GUIDE LAMPS—

for all your lighting needs

Spot lamps, fog lamps, headlamps, tail lamps—lamps for every automotive application—are built by Guide. In addition, Guide makes turn signals, rearview mirrors... lamp parts, units, reflectors and lenses. Guide is the *complete* line, the *quality* line... acknowledged leader in the field of lighting equipment for passenger cars, trucks, tractors and buses. Guide products go hand in hand with good business. You can't sell better.

The BRIGHTEST Name in Lights



GUIDE LAMPS—A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

Guide

Automobiles

Backup Lamps • Driving and
Passing • Fog • Parking •
Spot • Stop and Tail • Turn

Signal • License Plate Lamps •
Headlamps • Multi-Purpose
Unit • Sealed Units • Turn
Signal Switch • Rearview
Mirrors

Trucks and Buses
Guidex Reflex Reflector Units •

Clearance Lamps • Side
Marker Lamps • Dome Lamps •
Stop Lamps • Panel Lamps •
School Bus Warning Lamps •
License Plate Lamps • Head-
lamps • Turn Signal Lamps •
Spotlights • Tail and Stop •

Combination Tail, Stop and
Turn Signal • Turn Signal
Switch • Rearview Mirrors

Farm Tractors

Headlamps • Stop and Tail •
Implement • Dual Purpose

GUIDE LAMP, DIVISION OF GENERAL MOTORS CORPORATION • ANDERSON, INDIANA

SOUTHERN AUTOMOTIVE JOURNAL for JULY, 1952

Take Care of Bright Trim, Two Factories Urge Dealers

YEAR-ROUND care of bright trim's important. The latest service bulletins from Studebaker and Plymouth pointed out this fact.

Said Plymouth:

"Government regulations controlling the amount of nickel which manufacturers may use in chrome plating some die-cast parts are still in effect. Even though the severe driving conditions met during the winter season are passed, these bright trim parts require continued care if they are to maintain their sparkling finish. The corrosion resulting from travel through damp, seashore areas and over dusty roads may be as harmful as the conditions met during the winter season.

"The following information will be helpful to owners in caring for their bright trim parts:

"All chrome parts (except bumpers and buffer plates)—Wash frequently with clean, cold water during the first 90 days. Do not use polish or wax during this time. A coating of wax may be applied periodically after the first 90 days to maintain luster.

"To repair chipped or scratched enamel surfaces, use MoPar chrome protector, part No. 1326001. The use of a colored type of chrome protector is not advisable because it may stain or discolor the enamel surface applied to the part.

"Bumpers and buffer plates—Regular use of MoPar chrome protector, part No. 1326001, or MoPar liquid wax, part No. 830670, starting at the time the car is prepared for delivery, is recommended. Any surface rust should be cleaned off immediately with MoPar chrome polish, part No. 1063700. Then coat the affected area with chrome protector or wax."

Said Studebaker:

"As a result of various National Production Authority regulations limiting the use of materials in short supply, it has been impossible to forecast with certainty the type of base plating available for any particular chrome-plated piece. The method used, therefore, in production of Studebaker vehicles has been to add a protective, baked-on, clear coating over any external chrome-plated parts which do not have the complete pre-national

emergency base plates of copper and/or nickel.

"It is quite probable that the instructions for cleaning this coating will not always be observed. When the coating on mouldings, for example, has been rubbed while dry or attempts have been made to clean it with abrasive cleansers,

the protective coating on the moulding may be damaged and begin to peel.

"Chrome-plated parts with this condition should not be returned for claim credit (there is no defect of material involved), but should be restored as outlined below:

"1.—To restore the smooth surface texture and finish luster of such a moulding, it is necessary to remove the moulding from the car. Then remove the original, baked-on protective coating from the moulding. The most satisfactory solvent

DEALERS!
BREAK UP FOR SPEAKER!
GET VALUABLE BONUS COUPONS NOW



POCKET-SIZE "COOKIT" WITH "HEATABS"
A HEATING AND COOKING WONDER

...for hunters — fishermen — sportsmen — motorists — housewives — mechanics — For civilian defense and emergencies.

Just a "Handful" of Stove That Fries,
Cooks, Boils, Heats.

Has 1001 uses indoors or outdoors. Used by the Armed Forces. Fits into pocket, handbag, glove compartment, tackle box. COOKIT is adjustable to handle a small can of food, sturdy enough to support a full size coffee pot, kettle or frying pan. Easily fries two eggs and bacon. HEATABS — solid tablets of concentrated heat — burn at high temperature, without smoke, soot or ash. Easy to light, safe, economical — and SO HANDY. Millions in use all over the world.

* ACT NOW! Starting June 1, 1952, COOKIT COUPONS are packed with the following SPEAKER PRODUCTS.

- Match Patch Vulcanizers
- Match Patch Service Packages
- Electromatic Vulcanizer Outfits
- Electro-Patch Service Packages
- Electric Plate Vulcanizers
- Super Tire Repair Boots
- Rubber Tire Rivets
- Truck Mirror Assemblies

Get Speaker Products from YOUR Jobber NOW!
GET YOUR VALUABLE BONUS, TOO!



SEE SPEAKER AD ON OPPOSITE PAGE

for removing the original baked-on protective coating is methyl-ethyl-ketone, a chemical compound available from paint wholesalers or solvents jobbers. Methyl-ethyl-ketone will also act as a solvent on body finish; care should be taken to see that none is spilled on painted surfaces.

"Caution: The fumes from methyl-ethyl-ketone are slightly toxic when inhaled and are also highly inflammable. This compound should be used, therefore, in a well-ventilated area away from

danger of ignition by sparks or open flames."

"2.—After the moulding is removed and the protective coating taken off with methyl-ethyl-ketone, the chrome surface plating should be cleaned carefully with Studebaker chrome cleaner (AC-1464), followed by lacquer or enamel thinner, and a new protective coating of chrome protective coating (clear), part No. AC-2266, available through your nearest parts depot, should be applied to the moulding.

"Chrome protective coating (clear), part No. AC-2266, is an air-dry coating and, should it become necessary, can be removed by using Studebaker tar and road oil remover, part No. AC-1467, as a solvent."

AMERICA'S MOST VERSATILE POWER WRECKER —ONE MAN DOES THE WORK OF TEN...OR MORE!

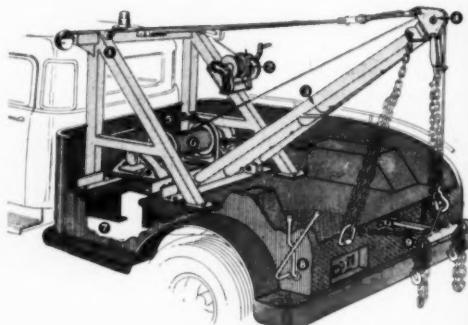
The New **Ashton** BOOM TRUCK AND WRECKER COMBINATION

Here is an automotive unit which efficiently serves the dual purpose of a power wrecker and a mobile crane or boom truck.

For wrecking work, towing or retrieving cars and trucks the Ashton Model 19-51 EXB extension boom (patented) wrecker is an outstanding performer. Safe, fast, simple and reliable. No complicated rigging.

This modern wrecker constitutes an all purpose, one-man boom truck that fully meets the constant demand for countless heavy lifting jobs. The extension boom lifts from 0° to 80°—fully elevated the boom head is 16' above the ground—an added 5½' is gained by a special extension kit.

Get the facts and you will get an Ashton.



FEATURES

1. Solid "A" Frame of heavy structural steel, all-welded, gives maximum strength.
2. Hand Winch, 2 Ton Cap. Ratio 4 to 1, 22 to 1. Lifts the boom with 6 ton load.
3. Extension Boom (patented) adjustable to six positions. Normal to a maximum boom length of 14 ft.
4. Boom Head Assembly. New Ashton design (patented). Self-aligning head swings on a 120° arc.
5. Cable Guard to prevent cable crossing drum flanges. (opt. of extra cost)
6. Power Winch, 7½ Tons safe load. Worm and gear drive. Free reeling clutch control. Automatic brake. H. D. reversible power take-off and drive.
7. Body. Ashton streamline design. All-steel, all-welded. Standard Model, length 96" inside width 68". Extended Model, 108" inside width 70". Extended front, heavy safety tread steel plate. Special body with 92" or over, flush sides. Recessed steps.
8. Remote Control Levers for clutch and power take-off.
9. Spacer and lift bar Ashton design, provides rigid towing connection, prevents lath or side sway.

Ashton POWER WRECKER EQUIPMENT CO., INC.

1701 W. LAFAYETTE AVE.

DETROIT 16, MICHIGAN



John S. Snyder is now sales manager of the Charlotte (N. C.) district of Ford Division. He was assistant district sales manager in Charlotte from 1946 until 1950, when he was transferred to Dearborn as truck sales manager in the truck and fleet sales department of Ford.

Hudson Introduces New Carburetor

TWIN H-Power, a carburetion system that is said to accurately measure and distribute gasoline to each cylinder for better acceleration and smoother flow of power, is now available as optional equipment on the Hudson Hornet, Wasp and Commodore Six.

The boost in combustion efficiency is particularly noticeable in the lower and middle driving ranges and at low speeds in high gear, company engineers said. The system develops increased power output on regular gasoline, not requiring premium.

Hudson's in-line, L-head, high-compression engines makes it possible to utilize the full potential power of twin carburetion, Hudson engineers said.

Ford Advances Missourian

James E. Shannon has been appointed manager of the North Kansas City parts depot of Ford Motor Co., succeeding W. E. Lynch, transferred to management of the Houston, Texas, depot.

QUALITY-BUILT
FEATURES INSURE
LONG LIFE
TOP PERFORMANCE

MIRROR-FINISHED
PISTON ROD
assures positive wiping action

MULTI-LIP SEAL
seals in fluid, seals out dirt

SEALED FOR LIFE
all parts permanently sealed

ROD GUIDE AND
BEARING
insures positive, quiet action

CYLINDER
precision finished bore
insures proper fit

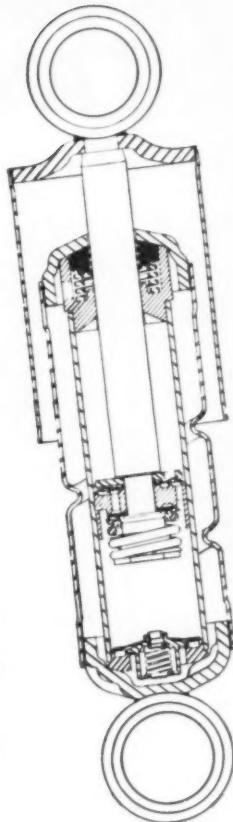
RESERVOIR TUBE
engineered for correct fluid
stability

PISTON
precision made for trouble-free
operation

"DUPLEX" VALVE DESIGN
assures uniform ride

SPECIAL FLUID
Delco-developed for all climates,
all conditions

MOUNTING RINGS
AND BAYONETS
scientifically welded for maximum
strength, durability



DELCO ENGINEERED RIDE CONTROL SHOCK ABSORBERS SET THE PACE!

FIRST FOR ENGINEERING

DEVELOPMENT Delco has pioneered and led—and continues to lead—in shock absorber development and engineering . . . a fact proved by Delco's many basic design shock absorber patents.

FIRST FOR MARKET

COVERAGE More than half the cars that pass your door are Delco shock absorber equipped. More Delcos are in use than any other make. Precision manufacturing facilities assure continuing acceptance.

FIRST FOR CONSUMER

ACCEPTANCE Motorists look for the Delco name; leading automotive engineers specify Delco shock absorbers for more new cars than any other make. They know that Delco fulfills all requirements for smooth, efficient, dependable operation and long life.



TREMENDOUS PRESOLD MARKET

assures huge, growing
profit opportunities

DELCO SHOCK ABSORBERS

A GENERAL MOTORS PRODUCT



A UNITED MOTORS LINE

CENTRAL
MOTORS

UNITED
SERVICE
MOTORS

DISTRIBUTED BY WHOLESALERS EVERYWHERE

DELCO PRODUCTS

GENERAL MOTORS CORPORATION • DAYTON, OHIO

**GOT A GOOD
IDEA?**

\$7 will be paid for every time-saver or shop short-cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree Street, N. E., Atlanta 5, Ga.

Making Compression Check With Carburetor Off

WHEN making a compression check with the carburetor removed, take a fitting similar to one on the carburetor and fill the end with solder.

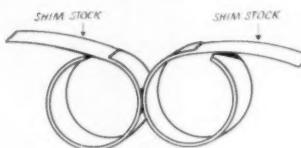
This will prevent the fuel pump from spraying gasoline when installed on the line while checking.—H. D. Zinn, 320 West Elm, Olathe, Kansas.



Making Handy Holder For Feeler Gauge

TO HOLD feeler-gauge stock when used in one-foot lengths and when two sizes are needed at one time, try this simple and handy method:

Use sleeve or ring found in intake manifold of Chevrolet cars. Weld rings together on side or end



to end to make the much-needed short holder. Use different rings for different thickness feeler stock.—C. Kernaghan, 2324 Harris, Independence, Missouri.

Removing Rubber Grommets And Brake Grommet

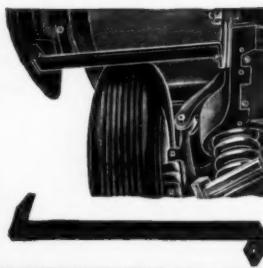
TO REMOVE rubber grommets the first time you try, as well as the one found in the brake-drum adjustment hole cover, insert a good ice pick in center of grommet and pry back.

When you are ready to replace it, it should not be hard to find.—C. Kernaghan, 2324 Harris, Independence, Mo.

CHAMP-ITEMS



**A NEW SERVICE WINNER
for 1952 FORD CARS**



Champ-Items No. 645 Front Bumper Support Bracket for 1952 Ford Cars. Brackets provide an auxiliary support at ends of front bumper. The additional rigidity guards against the possibility of bumper end being pushed back, causing damage to front fender. Can be installed in 10 minutes.

List \$3.00 per pair.

You can do the job Faster—Better and Safer with the more than 200 Champ-Items Automotive Replacement Parts designed to lick tough service problems. And you keep your customers satisfied. Write for latest supplement to Champ-Items No. 500-R Catalog.

ORDER FROM
YOUR JOBBER



CHAMP-ITEMS, INC.

7

Simoleons
is the new price
for a published
Time Saver.

**When Making Shim Test
Of Bearing Clearance**

PROCEDURES for making the shim test of bearing clearance were contained in the June issue of *Plymouth Product Information News*:

Long bearing life and quiet operation depend upon proper clearance between the bearing and the crankshaft journal. For this reason, when new crankshaft bearings are installed it is essential that the shim test be made carefully with the proper size stock to insure correct clearance between the babbitt lining of the bearing insert and the journal.

When beginning the shim test, always use shim stock no thicker than .001". Shims thicker than .001" may become imbedded in the bearing and distort the babbitt.

Place piece of .001" shim stock, $\frac{1}{2}$ " wide by $\frac{3}{4}$ " long, crosswise on the babbitt surface of the bearing. Be sure that the stock does not interfere with the crankshaft journal fillet and that the edges of the shim are smooth.

Place the shim between the babbitt surface of the insert and the crankshaft journal, parallel with the journal, when the bearing and cap are installed correctly. This is important!

Caution: Absolute cleanliness is essential. One small grain of sand on the shim stock, crankshaft journal, bearing insert or cap will give a false indication of the bearing clearance and may result in bearing failure.

Tighten the cap bolts alternately to manufacturers' specifications.

To determine the amount of drag caused by the shim, turn the crankshaft by hand. (The spark plugs should be removed, of course.)

A fairly heavy drag indicates an ideal clearance of from .0005" to .001". If no drag is felt, remove the .001" shim and repeat the test, using a .0015" shim. A noticeable drag when the crankshaft is hand-rotated indicates that one half of a .001" thicker wall bearing insert should be used.

If no drag is felt with the .0015" shim, repeat the shim stock check as before, increasing the size of the shim .0005" each check. This procedure will save considerable time and trouble in determining the proper size inserts which are to be installed.

Shim stock should never be installed behind the bearing. The pressure of the shim applied in this way will distort the bearing and result in improper clearance. In addition, the high spot in the area covered by the shim will produce air

pockets around the shim. This will result in poor and uneven heat dissipation.

After a new bearing is installed, the shim test should be repeated to be sure the bearing clearance is correct. Check the clearance with the .001" shim as before, placing the shim between the babbitt surface of the bearing and the crankshaft journal. Do not rotate the crankshaft more than $\frac{1}{4}$ of a turn in either direction if a heavy drag is felt. Doing so may damage the babbitt surface of the bearing.

ACME

Airliner

INFLATES • DEFLECTS



"Lasts longer and gives the best service of any we have used."
—B. B.
St. Louis, Ill.

"Never a moment's trouble."
—F. J. C.
Smithtown Branch, N. J.

"The best I've used."
—W. B. E.
Tunica, Miss.

"The best I have owned since I have been in the service station business."
—S. H. B.
Kingston, Tenn.



ACME VALVE CAPS
Precision-machined from solid brass, they're heavier, sturdier, more airtight.



ACME TIRE GAUGES
No. 415, 5 to 50 lbs.
in 1 lb. calibrations.
No. 520, 20 to 120 lbs.
in 5 lb. calibrations.



ACME AIR TANK
The portable, dependable air tank of a hundred uses. Weighs only 10 lbs.

Order from your jobber today. Send for complete catalog No. 1003.

ACME AIR APPLIANCE CO., INC.
100-120 Hinsdale Street, Brooklyn 7, N. Y.

Jobber News

(Continued from page 77)

president. L. T. White, Jr., Motor Bearings & Parts Co., Raleigh, is treasurer and E. L. Brown, Hickory Auto Parts Co., Hickory, is secretary. Directors include Floyd C. McLean, McLean Auto Supply Co., Laurinburg, and H. Lester Flowers, The Flowers Co., Hickory.

Other membership committee members besides Braxton are R. E. Kirkland, Barnes Motor & Parts Co., Wilson, and Max A. Hayes,

Hayes & Hopson, Inc., Asheville.

Willard Marks Anniversary With Plant Dedication

WILLARD Storage Battery Co., Cleveland, Ohio, has marked its 50th anniversary with the dedication of a new plant at Allentown, Pa. Built at a cost of \$3,000,000, the plant will have a capacity of 750,000 batteries a year, according to C. E. Murray, president.

In the 50 years since its incorporation, the firm has produced

more than 100,000,000 batteries, Murray said.

In addition to the main plant at Cleveland, Willard has plants at Dallas, Texas; Memphis, Tenn.; Los Angeles, Calif.; Portland, Ore., and Toronto, Ont.

K. H. Kelly Dies At Knoxville

K. H. KELLY, buyer for Tennessee Mill & Mine Supply Co., Knoxville, Tenn., died last month. He joined the firm 14 years ago as a delivery boy.

"He was very popular among the trade and greatly loved by our own salesmen," said C. L. Holt, manager of the automotive department. "One of our former salesmen, Fred 'Smitty' Smith, wrote a poem about him."

To a Little Man

To a little man with a great big heart,
That was Kelly as I knew him then,
To a little man with a smile on his
face,

And always a lending hand.

To a little man that stood with the
best,

That was Kelly as I knew him then,
To a little man that was always there
When a fellow needed a friend.

To a little man that God took away,
Surely he was one of God's men,
To a little man that'll be missed by all
Not to hear his kind voice again.

To that little man we offer a prayer
And with tears of regret in each
eye.

We know God will keep 'til we all
can meet
And shake hands again by and by.

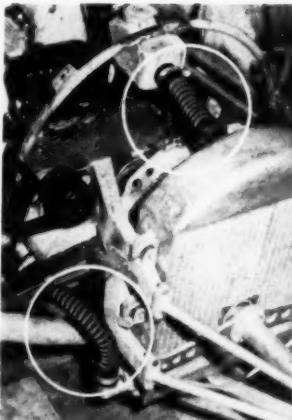
Eifel Covers St. Louis

Ray Eifel has been appointed district sales representative in the St. Louis, Mo., area for the ReNu-Accurate clutch line of Accurate Parts Manufacturing Co. and Replacement Unit Co. Formerly a specialty salesman in Ohio and Michigan, Eifel has been working with the Henry S. Clark Co., Atlanta, Ga., as a field and sales promotion representative.

Cambridge Succeeds Harris

Byron H. "By" Harris, district manager for Goerlich's in Kentucky, Indiana and Illinois, has been promoted to assistant sales manager at Toledo, Ohio, headquarters. Lawrence H. Cambridge of Frankfort, Ky., has succeeded him in the territory.

Voit[®]
FLEXIBLE
RADIATOR HOSE
PROVED
AGAIN AT INDIANAPOLIS



In last year's Indianapolis Race, more cars used Voit Flexible Radiator Hose than any other brand (3 out of 5 winners—16 out of 33 qualifiers).

In this year's Memorial Day Classic, 29 of the 33 cars in the race used Voit Hose—every winning car was equipped with Voit Flexible Radiator Hose.

Voit Radiator Hose is built like an accordion with bellows *inside and out* and a built-in, tempered, steel spring for resilience and extra strength. This is the *only* radiator hose construction that will give complete flexibility without buckle, strain, turbulence, flow loss. In two years of Indianapolis racing—the world's toughest test of equipment—Voit Hose has performed perfectly—no failures of any kind. What greater proof can there be?



Voit[®]
CHICAGO 10, LOS ANGELES 11
AMERICA'S FINEST AUTOMOTIVE HOSE

Questions about Insurance?
**Ask Federated's
 QUESTION BOX**

Q. We are located outside the city limits and have made an agreement with the city's fire department to answer calls for us on the condition that we pay for this service. Can our policy be made to cover this expense?

A. Yes. Your present fire insurance policy can be extended to cover fire department service charges for an additional premium.

**ANOTHER ADVANTAGE OF
 TRADE ASSOCIATION MEMBERSHIP**

To operate a business successfully a businessman must be well informed. Sometimes the biggest job is having the facts on which to base a decision. Keeping members better informed concerning matters directly affecting their business is one of your trade association's many functions. Support your association and take advantage of its services!



HOLIDAY TRAGEDY

Whether the accident was due to a defective tie-rod, as one witness suggested, or merely excessive speed of 70 or 80 miles on hour, as estimated by another witness, will probably never be known. Two young men in the Federated insured car were killed. A young family of three in the other car were seriously injured. The mother, 24, especially attractive in appearance, suffered terrible facial injuries.

Federated's policy-holder, father of one of the boys, was faced with

the death of his son, heavy financial demands from occupants of the other car, and from the family of the deceased passenger and friend of the deceased son.

This case clearly illustrates the folly of the old idea of "5 & 10" or "10 & 20" liability limits in a time when settlements and jury verdicts reach fantastic heights. Fortunately the insured had adequate coverage in this instance, and Federated's Southern Claim Department paid the damages.

Federated Mutual

IMPLEMENT and HARDWARE INSURANCE COMPANY ★ OWATONNA, MINNESOTA



SOUTHERN AUTOMOTIVE JOURNAL for JULY, 1952

GOING ON VACATION?

Here's How to Enjoy it!

Vacation time is a gay time for fun, relaxation and rest. Now we don't wish to be gloomy about a gay subject but, on the other hand, there is no use of being "ostrich-like" about a few facts. Vacation time is a little more hazardous than other ordinary, run-of-the-mill periods of our life.

Sports Are Fun—But Be Careful

In all the usual vacation activities—driving, swimming, golfing, fishing, etc.—there's greater danger of injury to yourself or your family, or of one you injuring someone else.

Absence Increases the Hazard—

The house and contents left unattended are exposed to the dangers of fire, theft, flood, storm, etc. If someone is left in charge, there is more than normal likelihood of accidents or damage due to their lack of familiarity with the home and its operation.

By All Means Go But—

To enjoy your vacation take all the normal precautions against mishaps and be sure you are properly

insured. Be sure your automobile is properly insured, be sure your home and its contents are properly insured, and be sure you and your family are properly insured.

Talk to someone who knows insurance before you go, whether it's the Friendly Federated man or not. You'll feel better knowing where you stand. If additional protection is suggested, it may not be a great expense. For instance the Comprehensive Personal Liability Policy costs only \$10.00 a year, or \$25.00 for three years!

For the name of your nearest Federated Man see the classified section of your telephone directory or address Federated Mutual, Owatonna, Minn.

Henry Ford, the motor maker, was driving his Ford home one night when he encountered a man on the highway who couldn't get his Ford started. He got out, tinkered with the car, and soon had it going.

"How much do I owe you?" asked the motorist, who didn't recognize him.

"Not a thing."

"But your time is valuable," protested the man.

"Honestly," insisted Ford. "I've got more money than I need right now."

Looking at the car that Ford was driving, the motorist snorted: "And drive a Ford car? Like h.... you have!"

—LAURENCE C. EKLUND
Milwaukee Journal

"ARE YOU FULLY COVERED?"



Eyes LEFT Brother!

A daze for a gaze Mister, when you hit that tree! Do YOU have insurance to pay for a demolished car? IF NOT you are NOT FULLY COVERED! Call the Friendly Federated Man or write us today.

G. C. Morris to Direct Wholesalers of Texas

G. C. MORRIS, executive director of the Texas Highway Safety Council, has been named executive director of the Automotive Wholesalers of Texas, effective July 1. He will establish a central office in Austin. He succeeded E. L. Stacey, who resigned.

"The directors of AWOT have adopted a splendid program, designed to build a strong state association," Morris said. "Their

program is both attractive and challenging. It will be my task to direct this program. All the abilities I possess will be dedicated to the full-time promotion of this program. This I cannot do alone. The cooperation of all the automotive wholesalers of Texas will be needed.

"After the Southwest Automotive Show in March, 1953, held in Dallas, membership in AWOT will include sponsorship of the show. It is the thinking of the officers and directors of the AWOT that the consolidation of these efforts will



Mr. Morris

eliminate duplication and result in a strong and effective state association."

Morris will continue as director of the Highway Safety Council.

Employees of Mills-Morris Enjoy Food and Frolic

MORE than 350 employees of Mills-Morris Co., Memphis, Tenn., their families and manufacturers' representatives were present for the annual picnic and barbecue at Lake Crest Farm, Memphis, last month.

Activities included swimming, baseball, softball, fishing, boating and dancing, with a barbecue dinner served on the grounds adjacent to the club house.

Also attending were employees and their families from branch stores at Union City and Milan, Tenn.; Jackson, Tupelo and Greenville, Miss., and Jonesboro, Ark.

Baltimore Boosters Frolic

The first crab feast for Automotive Booster Club B-17, Baltimore, and its jobber friends was held recently at Catonsville, Md. The menu included every known crabmeat dish, it was reported, with enough other foods to satisfy every appetite.

Grey-Rock Names Flaherty

F. R. Flaherty has been appointed representative for the Grey-Rock Division of Raybestos-Manhattan, Inc., in Kentucky and western Ohio.

Dura-Bond Names Dunkin

O. C. "Doc" Dunkin is now representing Dura-Bond Engine Parts Co. in western West Virginia.

MARQUETTE
REGISTERED IN U. S. PAT. OFFICE

**Leads the Field at the
INDIANAPOLIS
"500"**

**Owner J. C. Agajanian congratulates winning
driver Troy Ruttman, as mechanic Clay Smith
smiles approval. All three credit the Marquette
Welder with an "assist" in setting new track
record in 1952.**

MARQUETTE
REG. U. S. PAT. OFFICE

OFFICIAL WELDER AT THE "500"

MARQUETTE MANUFACTURING CO., INC.
307 E. Hennepin Ave. Minneapolis 14, Minn.



SPARKY SEZ—Marquette made welding history again in '52 at the Indianapolis Speedway . . . over 1,000 vital welds during the pre-race warm-ups, including several "11th hour" jobs that kept qualifying cars in the race. And again . . . no welding failures.



“...On the feet of Individuals.”

Society advances on the feet of individuals. We Americans live under the highest standard ever achieved because we believe in and are permitted currently to practice three of the cardinal principles of progress—Invention, Research and COMPETITION.

Nineteen basic inventions influence our pattern of life today. Each one was created to satisfy a fundamental need for improvement—a modern means of competing as against outmoded procedure. Each one, such as the electric light, the telegraph, the amplifying tube, the induction motor, created a new industry in which numerous companies strove in free competition for the maximum share of business.

For example, since Thomas Edison invented the incandescent filament lamp in 1880, the electric light industry has grown to an annual volume of \$501,500,000 in light bulbs alone; in May, 1906 the Wright Brothers received the patent for their flying machine; the value of aviation manufactures in 1951 in the United States alone was estimated at \$3,350,000,000 and in February, 1952, records show a \$10½ billion backlog of orders.

More rapid still is the growth of the radio-television industry which today produces some \$230 million worth of home radio sets and \$1,570,800,000 in television sets. In every case, employment and sales volume grew enormously and the public enjoyed huge personal benefits.

Side by side with Invention came Research, exemplified by the competition of intelligent men questing for new materials, new methods, new processes, new scientific truths. Current advertisements tell of hundred-year tests to assure bet-

ter materials for the future, technology that produces metals to withstand almost inconceivable heat, machines calculating 20,000 times faster than the mind of man, medicines that cure “incurable” diseases, food processes that cook, sterilize and pack hundreds of cans a minute. And in every case, the public enjoys huge personal benefits.

This is what James A. Decker undoubtedly had in mind when he wrote the line, “Society advances on the feet of individuals.” These “individuals” are you and I, all our countrymen, benefiting every day from Invention, Research—and from COMPETITION.

Developing inventions, marketing products, and pursuing scientific research require substantial investments. A grave danger to their future now looms. In 1951, corporation net profits suffered a loss of 21% over the previous year. The reason—taxes too high, government controls and policies that interfere too greatly with private industry. If this continues, financial resources will dwindle, competition will be stifled.

Without free competition, American progress stops. No country can long exist when its government calls all the shots. We need competition to assure progress for people.

★ ★ ★

This report on PROGRESS-FOR-PEOPLE is published by this magazine in cooperation with National Business Publications, Inc., as a public service. This material, including illustrations, may be used, with or without credit, in plant city advertisements, employee publications, house organs, speeches, or in any other manner.

THE COMPETITIVE SYSTEM DELIVERS THE MOST TO THE GREATEST NUMBER OF PEOPLE

SOUTHERN AUTOMOTIVE JOURNAL for JULY, 1952

58 Jobbers Become Members of MEWA

FIFTY-EIGHT automotive wholesalers were elected to membership in Motor and Equipment Wholesalers Association at a recent meeting of the board in San Antonio, Texas. This brought total membership to more than 1,300, not counting affiliates and branches.

New Southern members include: J. P. Scott & Son, Inc., Washington, D. C.; Dimmick Supply Co., Lake Charles, La.; Motor Parts &

Equipment Co., St. Joseph, Mo.; Dixie Diggs Auto Parts Co., Newport News, Va.; Standard Parts Corp., Norfolk, Va.; Buie Auto Supply, Inc., Baton Rouge, La.

Lake Auto Parts Co., Lake Charles, La.; St. Louis Auto Parts, St. Louis, Mo.; Parts Supply Co., Wichita, Kan.; Ted's Auto Parts, Baytown, Texas; Soule's Steam Feed Works, Meridian, Miss.; Plant City Auto Supply Co., Plant City, Fla.; Standard Motor Parts Co., Santa Fe, N. M.

Tri-State Automotive Co., Inc.,

Shreveport, La.; Service Parts Co., Minden, La.; Gallup Car Parts, Inc., Gallup, N. M.; The Tole Co., Inc., El Paso, Texas; Smith Machine & Supply Co., El Paso, Texas, Gipe Motor Supply Co., Owensboro, Ky.; Southern Parts & Electric, Inc., Durham, N. C.; Charlotte Auto Parts Co., Charlotte, N. C., and Wheeling Auto Supply Co., Wheeling, W. Va.

Annual Stock Turnover Drops to 3.51 Times

ANNUAL stock turnover was at a rate of 3.51 times a year in 1951, a slight decrease from previous years, according to National Standard Parts Association's yearly survey on operating ratios and the cost of doing business.

Sales expense amounted to over 44 per cent of wholesalers' gross profit on merchandise and shop sales, the survey revealed. General and administrative expenses took another 33 per cent, while indirect expenses accounted for 7.17 per cent more.

Motor and chassis parts remained the "leading line," contributing 7.69 per cent of wholesalers' total volume. The best sales month for automotive wholesalers in 1951 was October.

The illustrated pocket-size book contains 24 pages of information compiled by the marketing research committee of NSPA. The ratios are presented by three volume classifications of business sales to facilitate use of the booklet by wholesalers. The book contains a chart which members can use to record their own operating ratios, it was pointed out.

Tri-State Boosters Fete Jobbers

A BUFFET dinner and meeting for jobbers and Boosters was sponsored by B-34 of Louisville, B-26 of Cincinnati and B-28 of Indianapolis at Louisville, Ky., June 19.

Phil Sommerlad, general sales manager of Thompson Products, gave the principal address of the evening on "Cooperation between Factory and Jobber." A cocktail hour preceded the dinner and there were entertainment features after the dinner.

R. E. "Bob" Pulliam is president of B-34 and Phil S. Crutcher, Jr., was general chairman for B-34 on the arrangements committee.

• an ounce of

PYROIL prevents

- METAL TO METAL WEAR
- BATTERY DRAIN
- RUST AND CORROSION
- FOUL SPARK PLUGS
- COSTLY REPAIR BILLS

A few ounces of Pyroil in the gas tank, a pint in the crankcase—and you'll prevent a lot of car "ailments." That's why an ounce of Pyroil prevention is well worth a "pound" of costly cure in repair shops.

When you add gas or oil—add Pyroil—add miles to your car.

PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil for lubricating oil, Aircraft Pyroil A for gasoline.

GIVEN!

An attractive Pyroil metal savings bank—takes coins up to 50¢ pieces. MOTORISTS, it's yours for the asking—sent postage paid.



PYROIL COMPANY

154 Pyroil Bldg.

La Crosse, Wisconsin

Canadian Distributors:
Central Purchasing Agencies, Ltd.,
Toronto, Ontario

REPRESENTATIVES:

Southeast—McDonald & McPherson Co., P. O. Box 452, Atlanta, Georgia

Southcentral—John T. Jolly Sales Co., 1916—34th Ave., Meridian, Miss.

Southwest—Hirsch-Frazier Co., 807 Cotton Exchange Bldg., Dallas, Texas

West Coast—M. L. (Bud) Cohn, 1323 Venice Blvd., Los Angeles 6, Calif.

• fast-selling

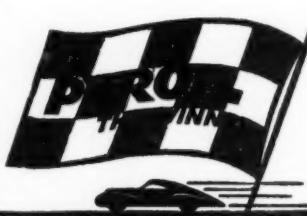
ounces of

PYROIL prevent

- PROFIT LOSSES
- SLOW SEASONS
- and DISSATISFIED CUSTOMERS
- FOR JOBBERS AND DEALERS

A decision now to take on Pyroil will prove itself in future years. It's the accepted additive—the choice of motorists and champions.

DROP US A LINE AND WE'LL HAVE OUR FACTORY REPRESENTATIVE BRING YOU THE COMPLETE PYROIL MERCHANDISING AND PROMOTION PROGRAM.



Reynolds of Texas Heads Up NSPA Program Committee

JOHN Reynolds of Straus-Frank Co., San Antonio, Texas, has been named chairman of the program committee for the 1952 convention of National Standard Parts Association, according to an announcement from President Fred S. Roberts, Washington, D. C., after a directors' meeting at Hot Springs, Va., last month.

Committee members include: G. Carroll Buzby, Automotive Division

of The Chilton Co., Philadelphia, Pa., vice-chairman; R. C. Barnard, III, Wharton & Barnard, Milford, Del.; Ray Barnett, editor of *Jobber Topics*, Chicago; M. W. Bazner, Sr., Ammco Tools, Inc., North Chicago; H. V. Bodine, C. & D. Auto Supply, Inc., Cincinnati, Ohio; William C. Herbert, editor of *SOUTHERN AUTOMOTIVE JOURNAL*, Atlanta, Ga.; C. H. LeFevre, Sealed Power Corp., Muskegon, Mich., and Les A. Thayer, Belden Manufacturing Co., Chicago.

The convention will be held at



Mr. Reynolds

the Ambassador Hotel, Atlantic City, Dec. 8-9, prior to the opening of the Automotive Service Industries Show at the Municipal Auditorium, Dec. 10-13.

Dean A. Johnson, III, weighed in at an even eight pounds upon his arrival in Dallas, Texas, recently. He is the son of Dean Johnson, manager of the Southwest Automotive Show.

* * *

"Very good wheat prospects should keep business good, at least in western Oklahoma," Manager Irving Sirokin of Solloway Auto Supply, Oklahoma City, Okla., reported last month.

FAST TURNOVER for Profits

Andrews Ignition Parts, Wire and Cables of highest quality and precision workmanship is the complete line of dependable parts guaranteed for customer satisfaction. You can bank on Andrews for profitable, fast turnover.

ORDER
FROM
YOUR
JOBBER



Andrews
MANUFACTURING CO.

ST. LOUIS, MO.



They're Tall, Cool And Also Free!

Jenkins Automotive Parts Service, Inc., Columbia, S. C., has inaugurated a hot-weather service that's really making a hit with customers.

"We bought one of these five-gallon wooden barrels with a nozzle on it, filled it full of ice and made a 'Nix' special of lemons, limes, sugar and water," reported Buyer R. A. "Dick" Nix. "We have set the barrel on our front counter.

"A big sign tells customers 'The best FREE lemonade in the Southeast.'

"This hot weather has made our lemonade a huge success. In our establishment there is a Coke machine and we also have a coffee room upstairs. But the new innovation has put everything in the background."



It's New

MODEL V-9812

Curtis AIR COMPRESSOR

15 H. P.—TANK MOUNTED
TWO-STAGE—AIR-COOLED

Features that make the V-9812 truly outstanding:

- 1. Two-Cylinder Compressor — less friction and less oil consumption.
- 2. Vibration Free — smooth operation
- 3. Self Oiling by positive Centro-ring method
- 4. Timken Main Bearings — provide easy external adjustment
- 5. Four section Finned Intercooler — effective cooling between stages
- 6. 120-gallon ASME — Air Tank — Automatic Electric Weld. 200-lb. pressure
- 7. Automatic Start and Stop Control, with positive vacuum-type starting unloader
- 8. Precision Built — assures long life and minimum maintenance
- 9. Experience — Backed by 98 years of "Know-How"

Other CURTIS Equipment Known for Quality
and Dependability



CURTIS FULL HYDRAULIC TWO-POST SHOP LIFT—for Passenger Cars, Trucks and Busses

HYDRAULIC CAR WASHER (300 Pounds Pressure)
For better and faster car washing; more cars are washed per day — more profits for you.

See your CURTIS jobber or use this coupon . . .

CURTIS PNEUMATIC MACHINERY DIVISION

of Curtis Manufacturing Company
1938 Kienlen Avenue • St. Louis 20, Mo.

CURTIS PNEUMATIC MACHINERY DIVISION

of Curtis Manufacturing Company
1938 Kienlen Avenue, St. Louis 20, Missouri

I am interested in items checked:

AIR COMPRESSORS AUTO LIFTS (Single Post) Two Post
 POWER CAR WASHERS

Name _____

Firm _____

Street _____

City _____ Zone _____ State _____

Ten Southerners Added To NSPA Membership

TEN Southern wholesalers were among those added to the membership of National Standard Parts Association at the recent mid-year meeting of the board.

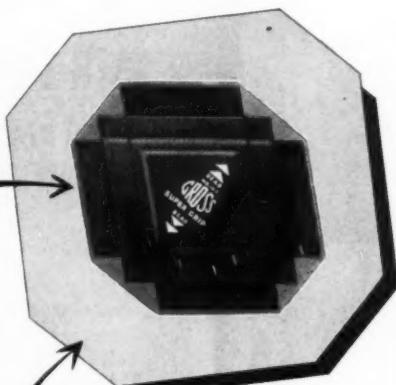
They include: Archenhold Auto Supply, Fort Worth, Texas; Ashland Auto Parts Co., Inc., Ashland, Ky.; Bennett Auto Supply, Lubbock, Texas; Cruces Motor Parts, Las Cruces, N. M.; General Auto Supply, Columbia, S. C.; Genuine

Parts Co., Atlanta, Ga.; George's Auto Parts, Fort Worth, Texas; Key West Auto Parts Co., Key West, Fla.; The Kunkel Service Co., Bel Air, Md., and Myers Motor Supply Co., Joplin, Mo.

"Wally" Hobson Succumbs

R. W. "Wally" Hobson, technical sales representative of Carter Carburetor Corp., died at Charlotte, N. C., recently. He was well known over the Southeast and had lived for some time at Jacksonville, Fla.

WHY IS A
"SMALL"
SUPER GRIP
STRONGER
THAN A
LARGER
ORDINARY
TIRE
"BOOT"?



Even a small Gross Super Grip Tire Repair Section does a big job! That's because Super Grips are 89% rubber bonded tire cord. No extra rubber is added, except the pure gum adhesive cushion.

When you pick up a Super Grip you notice its lightness, you see the cord through its smooth finished surface... 100% Hi-Tensile Rayon Cord from end to end... not a little patch of cotton cord, hidden by a mass of bulky, non-essential rubber!

Cord is the backbone of a tire—so cord is also the backbone of a tire repair! The conventional type of tire "boot" has far more rubber than cord. That's why a "small" all cord Super Grip is stronger than a much larger ordinary "boot." Super Grips obviously cost less per job to use, because a smaller Super Grip has as much strength as an ordinary boot of a much larger size.

Tire repairmen can guarantee their tire repairs with Super Grips, make satisfied customers and more profit per job. Write for FREE SAMPLE Super Grip today. (Please mention your jobber's name when writing.)

SUPER GRIPS have 5 outstanding features:

1. Tire-matched 77° cord construction.
2. All rayon cord body with no bulky rubber filler added.
3. Bonded adhesive can't peel off.
4. Feather-edged to eliminate road pound.
5. May be vulcanized, or applied cold (cures up from road heat).

GROSS SUPER GRIP TIRE REPAIR SECTIONS

GROSS MANUFACTURING CO.
MONROVIA, CALIF.

Super Grips are just one item in a complete line of outstanding tire and tube repair materials.



Meyer Sobol, manager of Solloway Auto Supply No. 2 at Oklahoma City, has been elected president of District Grand Lodge #7 B'nai B'rith, Jewish service organization. The lodge covers Oklahoma, Texas, Arkansas, Louisiana, Mississippi, Alabama and Tennessee. Sol A. Solloway, owner of Solloway Auto Supply Co., was a delegate to the convention at Hot Springs, Ark., last month at which Sobol became head of the organization.

Kitchens Represents PAR

Kitchens and Co., 325 Luckie St., N. W., Atlanta, Ga., has been appointed representative for the PAR line of air compressors, manufactured by Lynch Corp. The territory includes Georgia, Florida, Alabama, Tennessee and the upper half of Mississippi.

Willard Advances Meaden

Paul Meaden, formerly sales representative in North and South Carolina for Willard Storage Battery Co., has been appointed advertising service manager.

Lacey Joins Harvey-Merrithew

Harold Lacey, who formerly had his own agency, has joined Harvey-Merrithew Co., Ltd., Dallas, Texas, and will cover southern Texas and southern Louisiana.

Katz Represents Sparton

Warren Katz & Associates, Atlanta, Ga., has been appointed representative for Sparton Automotive Division in Georgia and Florida.

Santy Claus came a bit early recently to Harry F. Gee, Jr., Atlanta, when he received some stock from Federal-Mogul in appreciation of his attaining the 25-year mark with the company.

it adds up
to a nice
profit, too

I CAN CARB MASTER
+ I CAN SLUDG-MASTER
= PEAK PERFORMANCE



That's the new, sensationally fast and inexpensive motor tune-up that's taking the motoring world by storm this Spring. It's called

the new
MASTER METHOD
combination tune-up* for

- MORE MILES PER GALLON
- MORE POWER FROM ENGINES
- MORE YEARS OF SERVICE FROM CARS

* Pour a can of Sludg-Master into the crankcase. Sludg-Master dissolves all motor varnish, gum and carbon sludge; frees all valve mechanisms; removes all sticky substances from rings and ring grooves, thus improving compression. Sludg-Master also adds to the oil the 5% high detergent so important in late model cars.

* Give the carburetor a Carb Master cleaning *without dismantling*. (The only mechanical work required is the disconnection of the air cleaner for access to the Venturi tube, and the disconnection of the fuel intake line for access to the float chamber.) Carb Master completely dissolves all gums and sludge in the carburetor — leaves it new-metal clean. After a Carb Master treatment, any car is certain to give more miles.

Put your own price on this service. Car owners are ready for it, because the Master Method really gives peak performance. See your jobber at once about our powerful newspaper mats and mailing pieces.



NATIONALLY
ADVERTISED

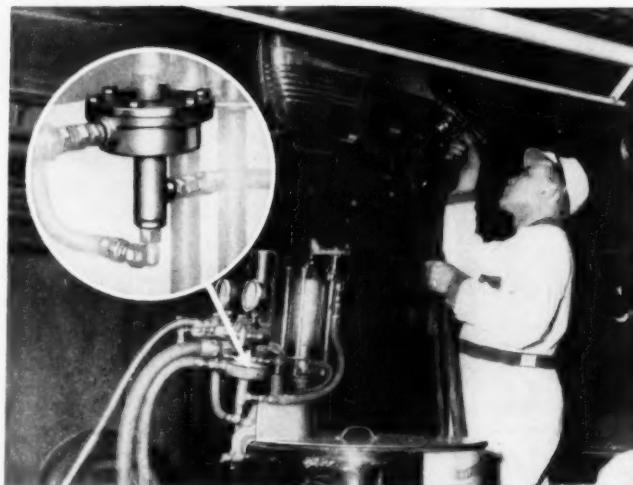
NO FUSS

NO MUSS

JUST POUR

NO MORE





Binks Pump with Surge Control (inset) in action at a Chicago dealer's shop

At last...no more "spurts" from undercoating pumps

This latest Binks development sounds the death knell for a major annoyance when you're applying underbody coatings.

Now, Binks air piston pumps have a new Surge Control that makes the heavy material flow evenly instead of being "shot" out when the spray gun is triggered. Think of the improvements: no more of those initial "spurts" or

"blasts" that waste material, irritate the operator, cause an uneven coating job, and dirty your shop.

Only Binks air piston pumps have this remarkable Surge Control. Investigate today how this important Binks development makes underbody coating a cleaner, more efficient, more profitable operation for YOU!

ask your
jobber

for more information on the Surge Control
and for a copy of Manual 700 that describes
Binks air piston pumps. Or write to
Binks Manufacturing Company,
3134-40 Carroll Ave., Chicago 12, Ill.



Binks
EVERYTHING FOR
SPRAY PAINTING



REPRESENTATIVES IN PRINCIPAL U.S. & CANADIAN CITIES • SEE YOUR CLASSIFIED DIRECTORY

Vitalic Battery Co., Inc., has completed expansion of its plant in Dallas, Texas, with the buildings shown in left-hand photo. The latest phase in the expansion was begun in 1950 with the purchase of land adjoining the buildings then in use. Officers of the firm are (l. to r.): C. H. Allen, vice-president in charge of production; K. W. Pickering, executive vice-president, and G. U. Pickering, founder and president.

James W. Caseddy of FTC Joins NSPA's Counsel

JAMES W. Caseddy, former district attorney and assistant attorney general in Mississippi, has resigned as assistant general counsel of the Federal Trade Commission to become a member of the law firm of Halfpenny, Hahn and Caseddy.

His associates are attorneys in Chicago, where they are counsel for National Standard Parts Association. Caseddy will have offices at 708 Ring Building, Washington, D. C.

J. H. Cattell has been elected president of Warner-Patterson Co., Chicago, manufacturer of radiator and cooling-system products. Cattell, who had been general manager since 1926, succeeds A. P. Warner, named chairman of the board.



Car Sales Again Top 500,000 Mark

FOR the second consecutive month, factory sales of new motor vehicles topped the 500,000 mark in May, according to the Automobile Manufacturers Association.

Total sales of cars, trucks and buses from plants in the United States hit 503,845 during the month, compared with 529,585 units turned out in April.

Passenger cars accounted for 397,836 of the total, while truck factory sales totaled 105,586. Bus production was 423 units.

Total factory sales in the first five months of 1952 amounted to 2,327,029 units, as compared with 3,272,175 vehicles built in the comparable period of 1951.

Shipments of 169,550 new vehicles to foreign markets in the first five months of 1952 accounted for 7.3 per cent of the industry's total output, compared with 6.7 per cent in the period last year.

Terry's Supply to Open North Miami Branch

TERRY'S Auto Supply of Hollywood, Fla., will open a branch store at North Miami, Fla., not later than Sept. 1, it has been announced by Proprietor Melvin J. Fink. The branch will be at 779 N. E. 125th St.

"Purchasing will continue to be done at the Hollywood location, where additional facilities have been added," Fink said. "The new store will be under the supervision of some of the personnel of the company."

Karp Joins Yankee

Martin E. Karp has been appointed chief engineer of Yankee Metal Products Corp., where he will direct the development, design and construction of safety devices for the automotive and allied fields. Formerly head of research with National Pneumatic Co., Karp is a member of the SAE and ASME.

Nylon Gets Around

It may be a bit of a question as to how much sheer nylon hose insulate milady's legs from the winter winds but there's no doubt that nylon is excellent for electrical insulation. Packard Electric Division of GM now uses it for injection moulding of copper wire.

Wix Selects Fitzgerald For Sales Promotion

E. J. FITZGERALD has been appointed sales promotion manager of Wix Accessories Corp., Gastonia, N. C., according to Arthur Hull-Ryde, vice-president and sales manager.

Fitzgerald has an extensive background in the automotive field. He formerly was with the advertising department of Aro Equipment Corp., assistant advertising manager of AP Parts Corp., and ad-

vertising and sales promotion manager of Radiator Specialty Co., Charlotte, N. C.

He will work with the promotional, merchandising and advertising programs for Wix.

"It's good for a man to have something to worry about, but occasionally he should get away from her," says Charlie Moorehead, editor, in the latest issue of *Behind the Lines*, published by Motor Parts & Supply Co., Inc., Mobile, Ala.

SPONTANE STEAMABRADER BETTER THAN A SANDBLASTER



Steamabradar connects directly to your present steam cleaner, or to any other source of live steam. A wet abrasive eliminates dust and need of gas mask—steam for power eliminates need of air compressor.

Steamabradar strips paint down to the original metal, removes rust, and prepares the surface for refinishing. It is most effective in removing rust and grease from metal parts. It will clean dust and grit, as well as paint and rust from surfaces of metal, brick or wood. The steam forces cleaning action into the most inaccessible corners.

A demonstration will convince you. Call the factory today for a demonstration by your local jobber.

HALLS

INCORPORATED
(SINCE 1940)

LITHONIA

GEORGIA

1952 Parts Business May Rise Ten Per Cent over 1951 Level

MANUFACTURERS of replacement parts for automobiles and trucks told the NPA late last month that their 1952 business should show a seven to ten per cent gain over 1951.

In summarizing the industry's situation, the Automotive Replacement Parts Manufacturers Indus-

try Advisory Committee said:

- 1.—Inventories generally are well balanced and relatively high.
- 2.—Supply pipelines are reasonably full.
- 3.—Last-half 1952 production should be better than the first six months.
- 4.—Military demand for parts, though high, is *not* interfering with civilian requirements

for replacement parts.

Members agreed that manufacturers, as well as jobbers and retailers, will be able to meet growing demands for replacement parts caused by increasing use of cars and trucks and by the production of more vehicles. There are about 54,000,000 registered vehicles in the United States.

The replacement parts industry said on June 26 it would be able to withstand the impact of the steel strike for another six weeks before it felt any severe damage. Supplies of high-alloy parts, such as transmission and rear-axle parts, may become acute again in view of the steel situation, members said. Some manufacturers added that they were guarding their inventories of critical parts.

Gradual Removal Asked

The committee recommended the removing of NPA controls by degrees, thus enabling the industry to return gradually to the private-enterprise system instead of finding itself in the midst of a sudden control-free scramble for materials.

Further liberalization of Direction 1 to CMP Regulation 1 was urged. This direction was amended June 18 to allow producers of B products after July 1 to self-certify 40,000 pounds of copper and 60,000 pounds of aluminum a quarter, provided the amounts do not exceed 75 per cent of a producer's base period use of the materials.

Members said this liberalization was a step in the right direction. Contending that the 75-per-cent limitation is entirely inadequate, they urged NPA to authorize the industry to obtain copper and aluminum in an amount equal to 100 per cent of base-period consumption, or even greater.

They also felt the 45-day inventory control on steel and aluminum is insufficient and would prefer a 90-day limitation. Copper is under a 60-day inventory restriction.

The industry is reaching a balancing condition on unfilled orders, NPA was told.

Thermoid Promotes Cox

Lester F. Cox has been elected executive vice-president and executive manager of the Thermoid Co. With the firm for 22 years, Cox formerly was senior vice-president in charge of manufacturing.

NIEHOFF

WARRANTED IGNITION PARTS



Be Sure

Of Performance

You can choose no better. Fully guaranteed and precision-built parts for dependability and long life.

Be Sure

Of Low Inventory Costs

Trouble-free performance builds steady repeat business. Merchandising cabinet holds down your inventory costs—lets you service all popular makes and models of cars and trucks.

Be Sure

Of Advertising Support

Regular consumer advertising promotes Niehoff quality and your service to motorists.

C. E. NIEHOFF & CO.

4925 LAWRENCE AVE. • CHICAGO 30, ILLINOIS

BRANCHES:

Boston 34, Mass. • 254 Brighton Ave. • Los Angeles 15, Calif. • 1330 W. Olympic Blvd.
New York 18, N. Y. • 250 W. 54th St.

C. E. NIEHOFF & CO.
30th Anniversary Year

Ask your jobber's
salesman for details
or write to factory



Franklin A. Miller of Raybestos-Manhattan, Inc., above, was re-elected president of the Friction Materials Standards Institute, Inc., at the annual meeting June 18. Frederick C. Weyburne of Marshall-Eclipse Division was reelected vice-president. Others reelected were Vincent A. Spins of Scandinavia Belting Co., treasurer, and Miss Harriet G. Duscheck, secretary of the group.

Halls, Inc., Moves Plant

Halls, Inc., manufacturer of Spontane steam cleaners and the Steamabradar, has moved its plant from 110 Pear St., Atlanta, Ga., to Lithonia, Ga. There is no change in personnel, President George Leo Hall said.

Bowers Opens Branch

Bowers Battery & Spark Plug Co. has opened a branch at Pittsburgh, Pa., which will also serve the West Virginia area. Halleck W. Bauer will direct the staff of the branch, headquartered at 4909 Liberty Ave.

MacMillan of Dayton Dies

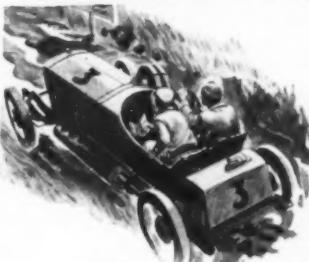
John Alwyn MacMillan, 79, director and former president and chairman of the board of The Dayton Rubber Co., died last month after several years of declining health. He retired as board chairman in 1945.

L-O-F Appoints Hartzell

G. O. Hartzell, for 27 years in the insulation business, has joined the Fiber Glass Division of Libbey-Owens-Ford Glass Co. as representative in the central region. His territory includes Kentucky, West Virginia and Tennessee.

"Tremendous Trifles Tell The Tale"

A true story. Reading Time: 1 minute



Young Stan Sayres was bitten by the "auto bug" in the early twenties. As a youthful racing driver, he broke records on several inter-city racing routes.

"The winners' cars were always in perfect condition," Stan recalls, "down to the last cotterpin." His ambition was to

follow the footsteps of the successful dealers who sponsored these races.

Stan found opportunities to serve the dealers he knew and observe their techniques. He listened . . . he learned. When Stan finally got his "break," he had his choice of two rival makes. "I put each car through exhaustive road tests for several weeks to prove which was the better car," Stan recalls. "I wanted to be confident that I sold the best, because I felt my personal confidence would convince others." It worked out that way, too. Stan became a Chrysler dealer and sold one of the first four Chryslers in the Northwest.



Stan's next "big chance" came during the height of the depression. Some dealers were closing their doors. But Stan had, through careful attention to detail, put his business affairs in such good order he took over a large west coast dealership. Today, Stan's reputation for vigorous selling and ethical dealing is outstanding in his area.



Stan has also earned national fame in motorboat racing. He supervises the tune-ups of his champion racers with the same careful attention to detail that all his service department personnel come to learn and respect. Here, too, Stan Sayres' chance has helped him win the most coveted awards in speed-boat racing. It's the same characteristic that has built his business. Stan enjoys exceptional sales volume because people like to do business where they know that *everything* is going to be taken care of.

"My secret is simple," Stan admits. "Take care of the little details and the big breaks will take care of themselves!"

Write for our free booklet of true stories about enterprising men.



Chrysler Corporation

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • DODGE "Job-Rated" TRUCKS

Fine Cars of Great Value

News Briefs

(Continued from page 73)

Iowa	1,100,191	1,072,290	2.6	Nev.	86,062	77,142	11.6	Vt.	123,988	120,598	2.8
Kan.	893,932	853,462	4.7	N. H.	180,162	172,339	4.5	Va.	984,276	917,744	7.2
Ky.	820,339	783,724	4.7	N. J.	1,685,304	1,579,181	6.7	Wash.	969,783	924,220	4.9
La.	735,997	706,733	4.1	N. M.	258,838	237,741	8.9	W. Va.	490,211	482,275	1.6
Maine	280,141	276,421	1.3	Ohio	2,940,388	2,795,073	5.2	Wis.	1,246,136	1,201,188	3.7
Md.	736,827	684,748	7.6	Okla.	865,530	831,368	4.1	Wyo.	149,334	145,423	2.7
Mass.	1,346,520	1,280,329	5.2	Ore.	691,397	689,447	0.3	D. of C.	191,316	194,958	-1.9
Mich.	2,555,257	2,432,684	5.0	Pa.	3,189,198	3,009,820	6.0	Total	51,913,965	49,161,691	5.6
Minn.	1,217,450	1,168,887	4.2	R. I.	261,024	250,869	4.0				
Miss.	510,286	484,374	5.3	S. C.	648,297	578,802	12.0				
Mo.	1,320,113	1,261,420	4.7	S. D.	298,412	290,080	2.9				
Mont.	277,031	264,892	4.6	Tenn.	905,298	858,111	5.5				
Neb.	608,484	569,497	6.8	Texas	3,157,009	2,968,143	6.4				
				Utah	264,711	247,317	7.0				

Pocket Extra Profits!



WAREHOUSES

Warehouse Service Co.
Houston 3, Texas

Parts Warehouse Co.
Dallas, Texas

M. L. Bud Cohn Warehouse
Los Angeles, Calif.

I. M. Auto Supply Co.
Chicago, Illinois

Sole Manufacturers of WARCO Grade "A" Products
Ask your Jobber about the complete Warco Line, or write us
for our catalog.

WARWICK LABORATORIES CO.
334-42 CLEVELAND STREET, BROOKLYN 8, N. Y.

WARCO



Looking for an extra source
of profits? Play it smart —
"hop-on" to a fast moving line
of automotive chemicals —
WARCO preferred the world over.

WARCO Quality products have given
outstanding performance to car, truck and
bus owners for over 15 years.

Put the WARCO line of accepted auto-
motive chemicals to work for you. Whether
it's finding a leak in the radiator and
stopping it—or sealing cracks in cylinder
heads you can be sure WARCO's products
will deliver top notch performance
every time.

Paul A. Sinclair has been named
Southern regional manager for
Oldsmobile Division with head-
quarters in Atlanta. He joined General
Motors in 1928 and had been
assistant zone manager and zone
manager in Atlanta and Charlotte,
N. C., since 1934.

Ford Shows Atlantians Car-Design Film

MORE than 175 civic leaders, city
and county officials, educators
and businessmen of Atlanta, Ga.,
attended a luncheon premiere of
Ford Motor Co.'s film, "Tomorrow
Meets Today," on June 25.

The camera shows the studios,
laboratories, drafting rooms and
testing facilities of Ford's Engi-
neering and Research Center in
Dearborn, Mich., where new cars
are styled, designed, built and
tested before mass production be-
gins.

The 25-minute, 16mm film is be-
ing shown in 41 other cities, as well
as to Ford and Lincoln-Mercury
dealers and supplier companies.

The film has been placed in Ford
Motor Co.'s Regional Film Library,
1625 Eye St., N. W., Washington,
D. C., where it may be borrowed for
public showings without cost.

Those in the Southwest wishing
to show the film may obtain a copy
from Film Library, Ford Motor
Co., Power and Light Building,
Kansas City 6, Mo., according to
the public relations office of Ford.



Racing News

Petty Leads National

Lee Petty of Randleman, N. C., held the top standing in the NASCAR Grand National Circuit after the race at Charlotte, N. C., June 15.

Standings at that time were:

1. Lee Petty, Randleman, N. C.	2,425
2. Fonty Flock, Decatur, Ga.	2,274
3. Tim Flock, Hapeville, Ga.	2,255
4. Herb Thomas, Olivia, N. C.	2,180
5. Dick Rathman, Los Angeles, Calif.	1,835
6. Bill Blair, High Point, N. C.	1,748
7. Don Thomas, Sanford, N. C.	1,710
8. Jim Paschal, High Point, N. C.	1,450
9. Joe Eubanks, Spartanburg S. C.	1,239
10. Gober Sosebee, Atlanta, Ga.	1,155
11. Perk Brown, Leaksville, N. C.	1,066
12. Buck Baker, Charlotte, N. C.	1,033
13. Frank Schneider, Lambert- ville, N. J.	931
14. Charles Gattillia, N. Haven, Conn.	906
15. Jim Lewallen, Archdale, N. C.	884
16. Ed Samples, Atlanta, Ga.	827
17. Buddy Shuman, Charlotte, N. C.	813
18. Neil Cole, Oakland, N. J.	644
19. Tommy Moon, Jacksonville Fla.	626
20. Jim Florian, Jacksonville, Fla.	551

Ruttman to Win Crown?

Will Troy Ruttman, winner of the Indianapolis "500", be able to capture the AAA driving crown this year or will he fall a victim to the jinx that has denied this crown to all "500" winners since 1939?

The double crown is harder to win, judging by past records, than horse racing's famous triple crown. Since Wilbur Shaw turned the trick in 1939, Shaw himself in 1940, Mauri Rose and Floyd Davis in 1941, George Robson in 1946, Rose in 1947 and 1948, Bill Holland in 1949, Johnnie Parsons in 1950 and Lee Wallard in 1951 all failed to follow their 1,000-point advantage to the national title.

A late qualifying position for Ruttman found the track at Milwaukee so slow that he missed the



Are You Too Busy to Make MONEY?

When a driver comes to you with a flat, do you just fix the tube?

Yes, you may look for the nail or cut that caused the flat . . . but *do you say* to the driver that the casing should be fixed, too?

Don't Throw Money Out the Window!

Every flat means not just a tube repair job . . . it can also mean a casing repair job . . . with greatly added profit. Bear in mind that you have to remove the casing to repair the tube. That takes time and effort. Examine the casing when you have it off, and recommend repairs to your customer when needed. Your best argument to the customer is that it "takes two holes to make a puncture."

Make Money...and Friends
BOWES
with  **Casing Repairs**

BOWES TIREPAIR Sections provide a sure, quick, profitable way of repairing cuts, breaks and holes in casings.

There is a BOWES distributor in your territory who can show you how to make more money and friends with the BOWES system of casing repair.

Write today if you want more money and business-building friends. There is no obligation. Just send us a post card and in the early future a BOWES Man will call and prove to you that you are throwing money out the window if you do not use the BOWES profitable way of making casing repairs.

BOWES "SEAL FAST" CORPORATION • INDIANAPOLIS 7, INDIANA

CHEVROLET IDLER ARM ADJUSTER

For center point steering assemblies on 1949-
50-51-52 passenger cars and sedan deliveries.



The new IDLER ARM ADJUSTER is easily and quickly installed. By taking up the slack in the steering assembly, it eliminates unnecessary road shock, front end noise, excessive wear on assembly, and car weave. It's adjustable and . . . IT NEVER WEARS OUT! Retail Price \$3.95—Liberal Discount to Jobber and Dealer.

GUARANTEED TO DO THE JOB!

D & V MANUFACTURING CO.

1953 BESSEMER ROAD

BIRMINGHAM, ALABAMA



USE

**METAL
clene**

no brushing
no scraping
no heating

Metalclene is made under an exclusive Bendix formula. There are many copies, but there is no substitute. When you order, be sure to specify and get the original Bendix® Metalclene.

®REG. U.S. PAT. OFF.



Just Dip 'em in Dirty — Pull 'em out Clean

BENDIX PRODUCTS DIVISION of

SOUTH BEND 20, INDIANA

Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11, N.Y.



race entirely. Jim Rathmann, his closest competitor, picked up 30 points in the race and narrowed the margin between the two to 170 points.

Rathmann has been signed to drive Murrell Belanger's No. 99 for the balance of the season, giving him the car that won eight out of 12 of these races last year. With 200 points going to the winner of a 100-mile race, it would seem that Ruttman and Rathmann were virtually tied for the title late in June.

Ruttman is primarily a dirt-track driver, where most of the nationals are run. But many racing fans feel that he must beat not only his field, but also a 12-year jinx to win the AAA national championship this year.

Nash-Healey Hits 140

A Nash-Healey driven by Leslie Johnson and Tommy Wisdom attained an average one-lap speed of 99 m.p.h. and 140 m.p.h. on a straight-away during the 19th annual Le Mans, France, 24-hour "Grand Prix d'Endurance" sports-car race last month.

The Nash-Healey averaged 91.5 m.p.h. for 2,190 miles over the 8 1/2-mile course, taking first place in its class and third among all entries. Mercedes-Benz finished first and second in the over-all event.

Of the 58 cars starting the race, only 17 finished.

After the Soap Box?

What happens to Soap Box Derby racers when they grow up?

Many of them were among entrants in the 200-mile National Championship race for modified and sportsmen cars, held July 4 at Darlington, S. C., according to Bill France, president of the National Association for Stock Car Auto Racing.

"More than ever, American youngsters seem to have mechanical ability," France said. "It's reflected in their highly-finished Soap Box cars. As they grow too old for Soap Box racing, they start tinkering with motors and it isn't long before they're on tracks.

"A driver 18 years old can compete in NASCAR's modified and sportsmen divisions with the consent of his parents. These races are for the man of average means. Just as in Soap Box racing, he doesn't have to spend a fortune to get a car in competition."

Are You Getting the Best Use Out of Wrecking Equipment?

By DAVID E. CROCKETT

Crockett Auto Parts Co., Suffolk, Va.

NUMEROUS columns have been written about road service, wrecker service or wrecking. They have contained good material and information, but new chapters of this part of the business continue to unfold.

Its need is increasing as more cars and more traffic require this essential activity. When one is unfortunate enough to have an accident, his needs are dual—dependable road service and medical attention.

If we could think of road-service equipment as a power tool instead of as a wrecker, possibly public opinion of a wrecker would improve. That's what it really is—a power tool to return the damaged vehicle to the highway and carry it to safety.

Proper handling of power wrecking equipment is as important as having it. One fellow goes after a wreck and can't get it. Another with the same equipment brings it in.

Selection Is Important

Equally important with proper handling is the proper selection of the equipment at the time of purchase or installation. If a man buys the right truck and the wrong wrecker, or the right wrecker and the wrong truck, he is making a mistake. His own mistake is hard to see when he is fixing up a road-service outfit. Yet good money is sometimes spent unwisely. The results are that the man may never get into the wrecking business successfully.

If the business comes his way, later the man sees the need to buy the right thing—whether truck or wrecking equipment.

Sometimes a dealer may overrate his line of trucks. No half-ton pick-up will do the job of a one-and-a-half ton chassis, yet sometimes we see a heavy wrecker mounted on a truck too small.

If the truck is properly matched to the wrecking equipment, the money will be spent wisely. One method of selecting the proper equipment for a well-balanced outfit is that the wrecking equipment

and the truck chassis should be of similar value. A beginner with a limited amount to spend shouldn't put it all into half the unit.

If a man is planning to equip a wrecker with the biggest crane made, he should pick a big truck. The biggest outfitts are sized to handle heavy work and difficult jobs. If he expects to handle passenger cars also, he probably will want a small outfit that is fast, flexible and economical for the light work.

An experienced operator can do a lot of work on "not too heavy" trucks if he understands rigging and if the scene of the wreck will permit. In such cases it usually is advisable to call in another wrecker to help.

From my experiences in dealing with owners and operators, it seems

to me that a point of major importance is properly equipping a service truck for the job which it is to do.

If an operator simply wants his service truck to be able to move damaged cars from one place to another, a small hand crane is adequate.

If he wants to do general wrecking business with one wrecker, medium-size equipment is desirable. A long-wheelbase one-and-a-half-ton truck with well-balanced wrecking equipment is excellent. This outfit at the command of a good operator can handle a large percentage of the road-service calls profitably and do a lot of work. Wreckers are also called on to perform general lifting for numerous purposes.

Energy that is changed to heat by brakes during the few seconds required to stop a high-powered automobile from top speed is enough to heat a small home for half an hour in zero weather, it was disclosed by Chrysler engineers in connection with their work on forced-air brake cooling.

Crankshafts Rebuilt ... Better Than New



Unretouched photo of
"ARCWELL"®
rebuilt crankshaft

Our "ARCWELL" process will rebuild any worn crankshaft, from motor bike to diesels, to manufacturer's standard specifications . . . but with a harder journal surface than when new. The new metal actually becomes part of the shaft and is guaranteed never to flake, loosen, or part from the parent metal. All shafts are chemically and shot cleaned, treated with rust preventive, and substantially boxed.

Quick Service

The average order is shipped within four days after receipt. Rush orders handled in 24 hours.

An "ARCWELL" job will last longer and give better service. Write for the name of your nearest "ARCWELL" jobber.

Standard Crankshaft & Hydraulic Co., Inc.
2917 Rozells Ferry Rd., Charlotte, N. C.

Phone: 6-2374-5346

*Trade Name

Normal Bicycle Market Seen during 1952

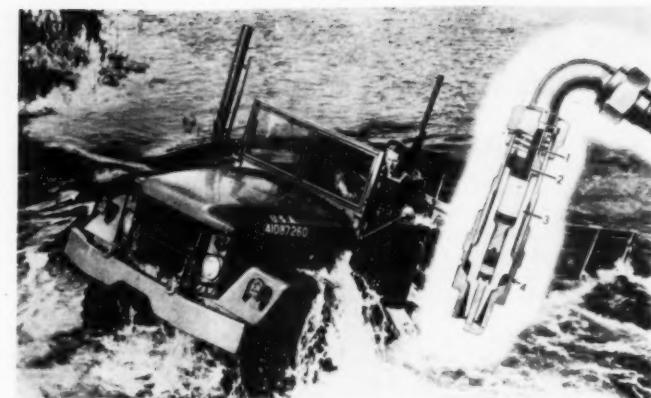
RETURN to a normal consumer demand for bicycles in 1952, contrasted with last year's scare buying, was predicted by the Bicycle Manufacturers Industry Advisory Committee at a meeting with NPA officials last month.

Production in 1951 approximated 1,900,000 bicycles, while 1952 output is estimated at between 1,250,000 and 1,500,000 units.

While some manufacturers stated that limited materials allotments had caused them to refuse orders, most bicycle manufacturers have not asked supplementary allotment of materials for the third quarter, NPA reported. From 60 to 65 per cent of bicycle production occurs in the last half of the year under normal conditions, the manufacturers pointed out.

Ford Builds Addition To Dallas Plant

COMPLETION of an addition to the Ford assembly plant at Dallas, Texas, is expected by mid-summer and equipment is scheduled to be



"Snorkel" devices and a waterproof spark plug enable this Army truck to run through water with the engine completely submerged. The plug, made by AC Spark Plug Division, is sealed against water and moisture by a rubber-like grommet which is held in contact with the upper portion of the spark plug insulator by a spring and the shielding conduit. Arrows in the cross-section show: 1, pressure spring; 2, synthetic rubber seal; 3, one-piece insulator, and 4, one-piece gas-and-water-tight steel shell, which also shields against radio interference.

installed by early winter, officials have announced.

The addition, which will house body and paint departments, hospital and cafeteria, includes 287,000 square feet of floor space and approximately doubles working space at the plant.



Belden
Automotive WIRE



IT'S JUST as important to use a packing for an intake valve as it is to use steel type expander rings on a piston. Although neither is a part of original equipment they both play a vital part in preventing excessive oil consumption.

Save oil for your customers—and at the same time make a neat extra profit—by installing Perfect Valve Packings on every valve and ring job. The graphite seal that is built into these packings makes it impossible for oil to pass through a worn intake valve guide.

No Tools Necessary



There is a "Perfect" packing for every car, from an Austin to a Mack.

Perfect Valve Packings were developed through years of laboratory and road testing. They are the largest selling valve packing on the market, endorsed by thousands of enthusiastic users.

Southern Rep: Max Yaras
2911 Central Ave.
Tampa, Fla.

Ask your jobber or write us

DO NOT ACCEPT A SUBSTITUTE
PERFECT PARTS, INC.
55 Amsterdam Avenue, New York 23, N. Y.



James C. McGhee (center), service manager at Randall & Blakely, Inc., Griffin, Ga., was one of two delegates from Ford's Southeastern region to the National Ford Dealers' Service Managers' Council at Dearborn, Mich., June 23-27. At left is G. L. Adams, regional service manager, and at right is F. T. Teague, service manager for the Atlanta, Ga., district.

Willys Begins Shipment Of Landing Gears

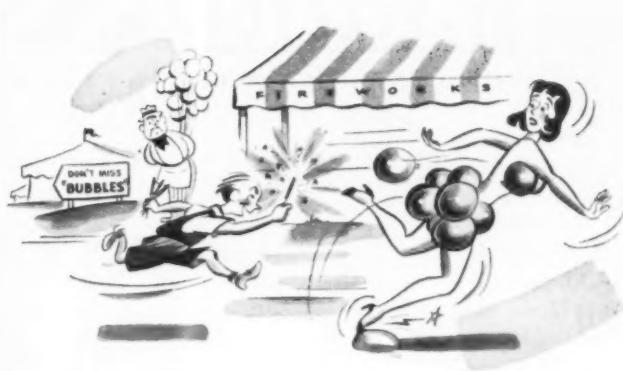
THE first complete set of landing gears for military aircraft has been shipped from the Willys-Overland plant at Toledo, less than a year after the start of rehabilitation and tooling of a 400,000-square-foot factory area.

The set, weighing about 2,400 pounds, was made for Kaiser-Frazer Corp., which is building under subcontract Fairchild C-119 "Flying Box Cars" for the Air Force. Contracts with other aircraft producers are in negotiation, according to Ward M. Canaday, president.

Houston Tice Heads Anadarko Dealers

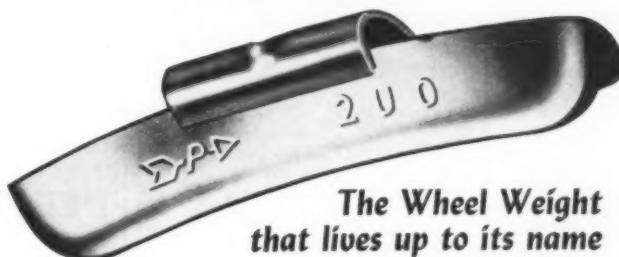
HOUSTON Tice, Chevrolet, has been elected president of the recently-formed Anadarko (Okla.) Automobile Dealers Association. Harry Cook, Ford, is vice-president and C. J. Clark, Chrysler-Plymouth, is secretary-treasurer.

Among the projects of the group are improved public relations on new-car sales, guaranteed mechanical service and quality of advertisement, with the over-all purpose of promoting better service to the public, officials said.



...Where
BALANCE
is needed!

►PERFECT► WHEEL WEIGHTS®



**The Wheel Weight
that lives up to its name**

● "U" TYPE

A favorite in the industry. Fits ALL rims having factory trim rings except late model Cadillacs.

● "C" TYPE

The "C" type weight (new style) in six sizes will give most satisfactory results on passenger cars with "K" or "L" type rims.

● "SPECIAL" TYPE

Made for late model Cadillacs with hub caps covering entire wheel, except 1951 model for which "C" type weight is recommended. 6 sizes.



PERFECT EQUIPMENT CORP.
304 W. Morgan St. KOKOMO, IND. P.O. Box 706



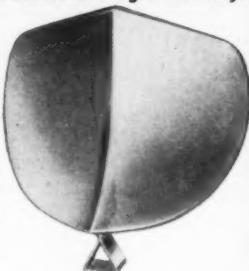
Manufacturers of Wheel Weights for Trucks and Passenger Cars



BI-FLECTOR

Today's Fastest Selling Accessory!

New Plow-type design . . . sets up a protective screen of air currents—directing BUGS, DUST and SNOW away from windshield's path.



BI-FLECTORS are made of transparent plastic in the newest fluorescent colors—red, blue, green, amber, and clear crystal.

Colorful window streamers supplied to help sell BI-FLECTORS in volume!

Order BI-FLECTORS from your jobber TODAY . . . and ask him about the other fast selling Sinko products . . . or write us direct!

Sinko MANUFACTURING & TOOL CO.
2135 W. GRAND AVENUE • CHICAGO 22, ILLINOIS

TRU-TORQUE

TT-095 PISTONS and CUPS



are GUARANTEED
TO STOP

wheel cylinder leaks
spongy pedal
fade-out
diving brakes

TT-095
LIST PRICES:
\$1.92
per wheel set
\$7.62
per kit
(one car set)

PROVED BEST IN SERVICE
BY BRAKE SERVICE MEN
thru 4 years of continued use
for
1946-47-48-49-50-51 Plymouth,
Dodge, Desoto and Chrysler cars.

OVER 3,000,000 IN USE
Most economical—Never a Come-
back. Ask anyone who has used
them.

GET THEM
FROM YOUR
JOBBER

YOUR JOBBER HAS THEM or will get
them for you. Just clip this ad and give
it to your Jobber with your order.

OTTO-ITEMS, INC. 4390 Olive St. St. Louis 8, Mo.



WHEEL WEIGHTS



"The Quality Line"

A TYPE and SIZE for EVERY APPLICATION
SEE YOUR JOBBER OR WRITE FOR CATALOG

TURNER Manufacturing Co.
KOKOMO, INDIANA, U.S.A.



PERFECTION
PARTS
are
Certified to excel



PERFECTION GEAR CO.
HARVEY, ILLINOIS

1

st CHOICE of Motorists!

st CHOICE of Dealers!

st CHOICE of Jobbers!



that's
what
makes

Filterzone

The "STIK-ON," inside-windshield SUN VISORS

©
Made of 30 gauge
HEAVYWEIGHT "Phylon"

FILTERZONE AUTO VISION CO. 641 Lexington Ave., Brooklyn 21, N.Y.

1st IN SALES!
1st IN PROFITS!
1st IN THE SOUTH!

Cars on Farms and in Cities

Roll Up "Necessity" Mileage

THE average farmer's car has 41,800 miles on its speedometer and travels 10,200 miles a year, largely for necessity reasons. Today nearly 6,000,000 passenger cars are used on farms, 40 per cent more than in 1940.

The mileage on the average car in metropolitan areas is 41,000 and city cars travel 8,570 miles a year, with 67 per cent of the trips for livelihood and shopping purposes.

These are some of the facts brought out in "The Work Cars Do," a booklet prepared by the Automobile Manufacturers Association.

Nearly 17,000,000 automobiles operating in the United States today are nine years old or older. Their average speedometer reading is 73,020 miles. Of these, 9,000,000 are 12 years old or older.

Cars are used daily by 59,000,000 adults. Over half of all employed persons use passenger cars for earning a living and nearly 80 per cent of those using cars to go to work do so five days a week or more.

Average Is Now 9,340

The typical car travels 9,340 miles yearly. The average yearly mileage for pre-war cars is 7,220, with 48 per cent of this for livelihood purposes.

All occupational groups depend on passenger cars for earning a living. In professional and managerial groups, 63 per cent of daily car use is for livelihood purposes. For salesmen, 69 per cent is for livelihood purposes and for semi-skilled workers, 56 per cent.

Annual junking of old cars has reached a record level. In 1950 the figure was 3,700,000 cars, a 95 per cent increase above pre-war rates.

Production and distribution of automobiles account for more than 1,000,000 jobs.

"Despite such evidence of the essentiality of motor vehicles," said William J. Cronin, managing director of AMA, "many government officials continue to classify and tax cars, trucks, buses and highway transportation generally with such items as costume jewelry, tobacco and alcohol.

To consider the automobile today as a luxury can lead to a seri-

ous weakening of the nation at a time when all efforts are directed toward the building of strength to meet any emergency," he said. "Such thinking was out-dated in 1940 and 1941; it is even more outdated today. For, as the Defense Transportation Administration recently observed, 'Phenomenal

changes have taken place in the extent of ownership and operation of the private automobile' in the past decade."

Willys Fills Southwest Post

J. Harry Evans has been appointed assistant regional sales manager for Willys-Overland Motors, Inc., in Oklahoma, Arkansas and Louisiana. He formerly worked for Chevrolet Division, Ford Motor Co. and Chrysler Sales Corp., as well as for two rubber firms.

HOW TO SOLDER... for Bigger Profits

1. CHOOSE the correct solder for the specific job at hand.
2. CLEAN all work to be soldered.
3. CHOOSE the right soldering iron.
4. PREPARE the soldering equipment for use.
5. PRE-TIN surfaces to be soldered.
6. FASTEN or hold work so that it is rigid.
7. APPLY heat to surfaces . . . never to solder.
8. DO NOT use too much solder.
9. USE Federated Gardiner Brand Solder . . . the best solder you can buy.

To help you with your every-day soldering, Federated has just published a handy 16-page, 2-color booklet "Practical Hints on How To Solder." The brochure is packed full of soldering tips, yet it is brief and free of burdensome technical details.

Ask your jobber for your *free* copies TODAY.



Federated Metals Division



AMERICAN SMELTING AND REFINING COMPANY • 120 BROADWAY, NEW YORK 5, N. Y.

DeVilbiss Announces Dates For Painting Classes

THE fall schedule for its School of Spray Painting has been announced by DeVilbiss Co. Week-long classes will be given Sept. 15-Dec. 1 in the school headquarters which adjoins the main plant in Toledo.

There is no charge for attending the school, the only expenses being transportation, board and lodging. The school is open to shop superintendents, service managers, spray

operators and others wishing to learn spray painting.

Applications should be sent as soon as possible to DeVilbiss Co., Toledo 1, Ohio.

Farrington and O'Daniel Booked for Kentucky

Two more speakers for the convention of the Kentucky Automobile Dealers Association, to be held at Cumberland Falls State Park, Sept. 14-16, have been announced by Paul Dexheimer, Somer-

set, general chairman.

Charles J. Farrington, assistant to the president of National Automobile Dealers Association and director of NADA's legislative activities in Washington since 1950, has accepted an invitation to appear on the program.

Joseph E. O'Daniel, past president of the Indiana Automobile Dealers Association and present vice-chairman of NADA's Public Relations Committee, will discuss a program for developing dealer-customer relations.

Insist on VELLUMOID!

Quality That's Constant

Every gasket or square yard of Vellumoid is made to the same high standard that has made it the leader in its field for nearly half a century. Priced to protect your profits.

Southeastern Representatives: Lawrence M. Hirsig Co.
Jacksonville 2, Florida



VMC* ARMATURES

REMANUFACTURED BY FACTORY METHOD

The demand for factory duplicate parts is increasing. VMC armatures, made with preformed coils, duplicate the appearance, wire size, and number of turns of the original equipment. They are remanufactured to factory specifications to give original performance. Eliminate comebacks, increase your profits . . . always specify VMC generator armatures to your jobber.

*Ventilated Matched Coils

BUY THROUGH YOUR JOBBER

Carter Cell Company, P. O. Box 43, Sta. D, Atlanta, Ga.



On fitting...

Piston Pins
Con-Rods
King Pins
Brake Cylinders
Generator Bushings

Ask Your Jobber
to Arrange a
Demonstration



MEET ALL YOUR NEEDS
standard or special with

PLANET

the complete line of —
BRASS FITTINGS • COPPER TUBING
GREASE FITTINGS • FUEL LINES

AIR AND GREASE
LINE ACCESSORIES
... and a sparkling line of
fast-moving accessories.

ATTRACTIVE PACKAGES
BALANCED ASSORTMENTS



PLANET METAL PROD. CORP.
966 Dean Street • Brooklyn 16, N. Y.

Lincoln Appoints Managers At Dallas and Memphis

APPOINTMENT of two district managers for the Lincoln sales department has been announced by W. A. Toms, Southern regional sales manager for the Lincoln-Mercury Division.

Herbert C. Wood has been selected for this newly-created position in the Dallas, Texas, district and R. H. Lane has been named for the Memphis, Tenn., district.

A native of Dallas, Wood joined the Lincoln-Mercury Division there in 1949. Since 1950 he had been field manager in the district.

Before joining the division in Memphis as district sales representative in 1950, Lane had held positions with Chevrolet, Oldsmobile and Chrysler. He was also associated with Firestone Tire and Rubber Co. He is a native of Nashville, Tenn.

Ford Names Frank Klotz For Southeast Fleets

FRANK P. Klotz, Jr., is now regional fleet sales department manager for the Southeastern re-



"Let me guess! You've made your first sale."

gion of Ford Division.

With Ford since 1936, Klotz will have charge of fleet sales activities in six districts—Chester, Pa.;

Washington, Virginia, Charlotte, Atlanta and Jacksonville. This territory includes all or part of 12 Southeastern states.

THE REVOLUTIONARY HAVILAND SPORTSMAN MUFFLER

OFFERS IMPROVED PERFORMANCE — THANKS TO LOWER BACK PRESSURE



DESIGNED TO GIVE TOP PERFORMANCE WITH

- FASTER PICKUP
- INCREASED GAS MILEAGE
- MORE ENGINE POWER
- LESS BACK PRESSURE
- REDUCED ENGINE WEAR
- PREDOMINATELY LOW TONE

THESE FACTS PROVEN BY INDEPENDENT RESEARCH ENGINEERS

Write today so you can start your profitable sales now!

Arnold Haviland Company

Defiance 7, Ohio

RIMAC

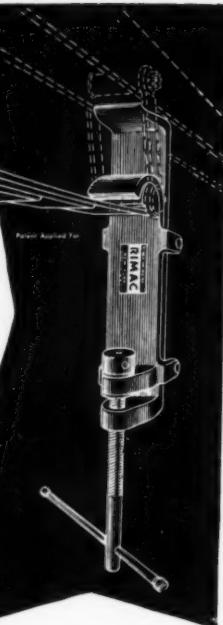
SPRING SHACKLE JACK

"Makes a tough job easy."

Eliminate difficult makeshifts, such as jacking up car and inserting wood blocks, when you remove or replace shackles. The new Rimac Shackle Jack makes a tough job simple . . . a dangerous job safe!

With one hand you can spread the spring from the chassis to exact position for disassembling and replacing rubber shackle bushings or other parts. Adjusts spring until holes are in position alignment with shackle arms parallel. Holds this position while you make the necessary replacements.

Get a sturdy Rimac Spring Shackle Jack from your Jobber today. It will help you sell parts and gain customer satisfaction.



For passenger cars
and light trucks.

Ask your jobber about other
Rimac Tools

RINCK McILWAINE, INC.
16 Hudson Street New York, N. Y.

Now! An Exciting NEW Sales Leader!



Detail view of the under side of deflector
showing large opening with baffle

- Made from No. 18 gauge wall welded steel tubing and finished with the famous Richlite Triple Plate.
- Baffle Assembly deflects gases downward—protecting car's chrome and paint.
- Air space between baffle and outer shell keeps heat away from chrome plate—preserves deflector's luster

No. 345 . . . With universal
clamp. Fits all cars. Size 2 1/2"
x 8" . . . No. 350-352 . . . In-
clude . . . Custom fit type sizes
1 1/2", 1 3/4", 1 1/4" and 2" 8" long

Richlite MANUFACTURING COMPANY
2226 INDIANA AVENUE • CHICAGO 16, ILLINOIS

SIOUX NO. 645 WET VALVE FACE GRINDING MACHINE

More Dollar Value Than
Ever Before

NEW — different — outstanding features. Wet grinds VALVES, VALVE STEM ENDS, TAPPETS and ROCKER ARMS — producing finest finish and factory precision. Ask the SIOUX Jobber for full particulars.

Sold only through
Authorized SIOUX
Distributors



Albertson & Co., Inc.

Sioux City, Ia.

GM Stockholders Reach Record of 485,153

A RECORD of 485,153 owners of common and preferred shares of General Motors Corp. was set in the second quarter of 1952. This compared with 481,672 in the first quarter, the previous high.

About 60 per cent of the shareholders have from one to 50 shares and no individual holds as much as one and a half per cent of the outstanding common shares, officials stated. There are owners in every state and more than half of the individual owners are women.

"Fishing Car" Highlights Opening in Louisiana

PRESNTATION of a free "fishing car" to a showroom visitor was a highlight of the opening of Jackson-Newcomer, Inc., Lincoln-Mercury dealership at Bastrop, La., late last month.

The car, a 1940 model, sported a new paint job, good motor and good tires, according to W. G. "Bill" Newcomer, vice-president and general manager. It was just the thing to take an angler to some choice

Correction

Our attention has been called to an error in the article covering the operation of the electric window lifts on 1952 Lincoln cars, which appeared in the April, 1952, issue. The following correction should be made:

The electric motor in each actuator drives through a highly-efficient, but non-reversible, worm-gear reduction through a pinion and sector. When the window reaches either the top or bottom position, the motor is stalled. In the event the switch is not released promptly, a thermal overload circuit breaker prevents damage to the motor.

To check motor failure, the worm shaft can be turned by rotating the coupling with the fingers to make sure that the system is free. The worm can be turned easily without disconnecting the motor.

place to wet a line but no guarantees could be given on how much it would be weighed down with fish on the return trip.

A radio broadcast was another feature of the two-day opening.

W. B. Jackson of Monroe, La., is associated with Newcomer in the dealership, purchased from W. T. Carpenter.

Fred Wene is service manager, W. R. Baker is office manager and Bryce Pirtle heads the sales department.

Cadillac Announces Tank Increase

AN ESTIMATED \$27,000,000 increase in its tank contract has been announced by Cadillac Motor Car Division, the sixth major supplement to the contract since the start of the program in August, 1950, Don E. Ahrens, general manager, reported.

The added amount of money is for an additional number of T41-E1 Walker Bulldog tanks. These vehicles have been in production at the division's Cleveland plant since March, 1951.

This sixth increase in the contract raises the total dollar value of vehicles built or now on order to approximately \$809,000,000.

GET QUALITY. Demand MILTON



Easy to Read
Controlled
Accuracy

NOW Available
a
Pencil Gage
that's
Accurate
Sturdy Dependable

Recommended especially for checking the new Extra Low Pressure tires.

ASK YOUR JOBBER

MILTON MANUFACTURING CO., INC.
2015 WEST GRAND AVE.
CHICAGO 12, ILL.

Here's a 60 Ton Press at your price



Lempco Model 503 Press is a low cost 60 ton hydraulic press that has the features that you would expect to find on presses that cost many dollars more. Among them: three pumping speeds; Movable work head; mounting of work on rollers; quick ram adjustment; hand-wheel and crank; self-locking bolster raising mechanism; Welded construction. Write for bulletin on 503 60-ton hydraulic press. Lempco Products, Inc., 5490 Dunham Rd., Bedford, Ohio.

Lempco
Invest in
LEMPCO EQUIPMENT
... It pays its own way

SAJ



AUTOMOTIVE MAN'G CO., INC. Manufacturers
536-570 W. FULTON STREET CHICAGO 6, ILLINOIS



You're a leg up on competition when you sell Aero-Seals. They clamp evenly around the hose, don't distort or bite at clamping point. Worm-drive screw with hose-protecting curved saddle holds tight against vibration. Stainless steel band resists corrosion. Sales shape up beautifully when you stock Aero-Seals. Contact your jobber, or write us direct.

The Largest Selling Quality Hose Clamp in the World

BREEZE CORPORATIONS, INC. 41 South Sixth St., Newark 7, N.J.

Use of stainless steel subject to government regulations.

LOWEST PRICE QUALITY Valve Refacer



MODEL K 403

SEE YOUR AUTHORIZED
AGENCY,
DISTRIBUTOR
OR WRITE
FOR
COMPLETE
LITERATURE

K. O. LEE COMPANY, ABERDEEN, SOUTH DAKOTA
WET VALVE REFACTERS - VALVE SEAT GRINDER SETS - STUD WRENCHES
VALVE SEAT INSERTS - RESEATER SETS - ELECTRIC DRILLS - SANDERS
ROD ALIGNERS - POLISHERS - HAND GRINDER SETS - REAMER DRIVES



LESS INVENTORY
2 pass. car
2 truck types
fit whole field.

SOLD ONLY
THRU JOBBERS

NO SLIP—NO FLEX

The best in engineering design, finest materials and years of manufacturing know-how are combined to give you the truly ACCURATE weight.

After a few jars and scrapes against ordinary wheel weights flex and shear the weight with ACCURATE. Accurate weights are specially designed to eliminate this by a special setting of the clip.

Get the facts about the ACCURATE line which also includes castor shims, flat spacer rings and the new contour spacer rings for coil spring knee action.

ACCURATE WEIGHT MANUFACTURING COMPANY
P. O. Box 1063 AMERICUS, GA.

Brushes:

Magnolia Brush Mfrs. Inc., has made high quality brushes for the automotive trade since 1924. We manufacture a complete line of brushes for

The Wash Rack
Driveway Sweeping
Whisk Brooms
Radiator & Acid

Driveway Squeegees
Wire Scratch Brushes
Parts Cleaning
Fountain Truck Brush

Ask your Agency for our catalogue
pages or to show you samples.

L. K. BELL CO., Atlanta, Ga. : BEN SEARS CO., Dallas

Magnolia Brush Mfrs. Inc. DALLAS, TEXAS

One in Three Vehicles Unsafe, National Safety Check Reveals

PRELIMINARY reports on the nationwide "Safety-Check" covering more than 500,000 cars and trucks revealed that 32.6 per cent, or nearly one out of every three, were unsafe due to needed service attention to one or more parts affecting safe operation.

In announcing the results, W. F. Hufstader, chairman of the Inter-Industry Highway Safety Committee and vice-president of General Motors, said, "Vehicles today apparently are not as safe as a year ago when a similar sample check showed that 30.2 per cent were in need of maintenance attention. The results of the check indicate the need for all owners to have their cars 'safety-checked' periodically."

Heading the list of ten items checked were one out of seven brakes, one out of 12 front lights, one out of 14 rear lights and one out of 15 steering and exhaust systems in need of maintenance attention for safe vehicle operation.

Also checked were tires, windshield wipers, glass, horn and rearview mirror.

Of 335,016 passenger cars checked, 31.4 per cent were in need of service attention, compared with 30.6 in 1951. Of 46,704 trucks

checked, 39.7 per cent were unsafe, compared with 27.2 per cent in 1951.

An additional comprehensive check of 169,576 vehicles conducted in Florida by the Highway Patrol and the Florida Automobile Dealers Association showed that 56,370 or 33.2 per cent failed to pass.

The "Safety-Check" program was conducted during May by the Inter-Industry Highway Safety Committee in cooperation with the National Safety Council. Results were obtained on the basis of voluntary checks by automobile, truck and tire dealers in all states and the District of Columbia.

"Every motorist should make certain that his car is in safe operating condition," said Hufstader. "But that is not enough. In addition to starting holiday or vacation trips in a safe car, make certain you drive in a safe manner."

Chrysler-Built Tank Unveiled by Army

THE Patton 48, its newest medium tank, was shown publicly by the U. S. Army last month at the Delaware plant of Chrysler Corp., where it is rolling off the line.

Secretary of the Army Frank Pace, Jr., led the presentation ceremonies before about 1,000 guests.

The tanks demonstrated their ability to tackle such obstacles as a four-foot water hazard, a three-foot vertical wall, an eight-foot trench, a "washboard" to show improvements in the suspension system, a steep ditch to show performance on a sharp grade and a zigzag course.

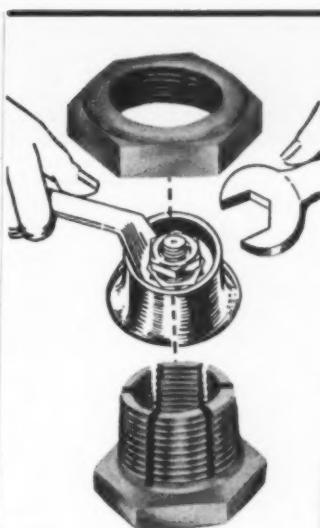
The tank is in the 45- to 50-ton class. It is powered by an improved version of the Ordnance-Continental air-cooled engine, produced by the Chrysler Tank Engine Division at the Michoud-Ordnance Plant in New Orleans, La. The V-12 engine develops 810 horsepower.

The Patton 48 also is equipped with a cross-drive transmission. This transmission, coupled with power steering, is said to reduce driver fatigue since the tank reportedly handles almost as easily as a car.

Deliveries of the tank to Army Ordnance began April 11, 1952.

DON'T YOU WORRY, I CAN STOP
I'VE GOT
SOUTHERN FIBER BLOCK

SOUTHERN
FRICTION MATERIALS CO. CHARLOTTE I. N.C.



The NEW CLAMP-LOCK NUT

Made in U. S. A. Patent Pending in
Patented in Mexico U. S. A. and Canada



- More Gripping Power!
- No Key Needed!
- Every Nut Tested and Guaranteed to be a good workable nut.

The Clamp Lock Nut is far superior to any ordinary nut. Tapered threads grip the spindle like WELDED. No rethreading is necessary on old, worn threads. Nuts made for autos, trucks, tractors, and all purposes.



Designed to reach into protruding wheel hubs.

Ask your Jobber, Dealer, or write to

SCHWAIGER
MANUFACTURING COMPANY
P. O. BOX 154, CULLMAN, ALABAMA

ADVERTISERS'

The Advertisers' Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

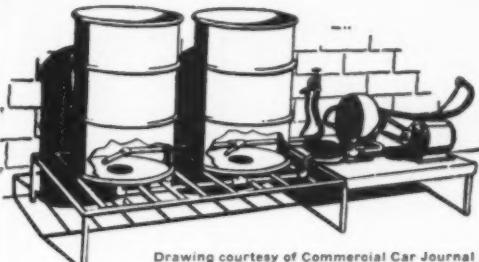
A	Chaney, William 111	Glaser Lead Co., Inc. •	Lamson & Sessions Co.
Aaron Co., Wesley O. 108	Cheddoff-Master Mfg. Co. 120	Globe Hoist Co. 25	Lasco Brake Products Corp. 121
Accurate Weights Mfg. Co. 174	Cherry Co., McEwen 47-146-158	Glover, Chas. A. 142-143	Las-Stik Mfg. Co. 108
Acme Air Appliance Corp. 166, 147	Chevrolet Motor Division 34	Grant, R. B. 25	Lawson, Abbott 111
A. C. Spark Plug Division (Spark Plugs) 12, 13	Choldun Mfg. Co. 5	Green, Paul B. •	Leahy, Edw. T. 54
Advance Century Mfg. Co. 91	Chrysler Corp. 161	Greenfield Sales Co. 49	Lee Co., K. O. 174
Advertising Council 111	Chrysler Corp. (Parts Div.) 103	Grey-Ford Division •	Libbco Products, Inc. 178
Airtex Automotive Corp.	Clark Co., Henry 28-138	Grimm Lamp Co. 27	Libby-Owens-Ford Glass Co.
Ajax Auto Parts Co.	Clayton Mfg. Co. 106	Grizzly Manufacturing Co. 20	Libby, Frank 6
Alan Sales Co. 136-147-168	Cline-Porter •	Groboski Industries •	Lincoln Engineering Co. 28
Albertson & Co. 172	Cochran, Floyd •	Grose Mfg. Co. 156	Lindsay, H. S. 122
Alemite Division •	Cody & Assoc., Dave •	Grote Mfg. Co. 124	Link & Chambers Sales Co. 168
Allied Battery Co. 58	Commercial Credit Co. 93	Guide Lamp Division 141	Lisie Corp. •
Aluminum Co. of America 7	Connell Co., J. S. 137	H	Longdon, J. S. 114-153-173
American Brakeblok Division •	Continental Piston Ring Co.	Halls, Inc. 159	Lovelady, J. W. 187
American Hammered Division 112	Craft, E. L. 168	Hamilton, G. O. •	Lutz, W. O. 154
Ammco Tools, Inc. 98	Crane, Houston 116	Hard & Foster 161	Lynn & Hemphill 20-108-154
Amster, G. J. 142-143	Crane, L. C. 28	Harvey-Morrithew •	Lyon, Inc. 24, 122
Anchor Rubber Prod., Inc.	Crane, Herb M. 124-174	Hastings Mfg. Co. (Oil Filter Division) 97	Lyon, W. L. •
AP Parts Corp. 154	Crow, James C. 100	Hastings Mfg. Co. (Piston Rings) Third Cover	M
Arco Company •	Crutcher, Phil S. 134	Heard, W. G. 49	Mac's Super Gloss Co. 11
Arnold Haviland Company 171	Curran Corp. •	Heckethorn Mfg. & Supply Co. 29	Magnolia Brush Mfrs., Inc. 174
Arco Equipment Corp.	Curtis Pneumatic Mch. Div. 155	Hein-Werner Corp. 32	Manley Valve Corp. 140
Arrants, W. Y. 168	D	Heinzelberg, H. •	Marion, Paul 116
Arrow Armatures Co.	D & V Mfg. Company 164	Hertzberg, Maxim 113-170	Marquette Mfg. Co. 150
Arrow Industries, Inc. 43	Damron, H. C. 121	Hertzberg, Sam 161	Marshall E. L. 25
Ashton Sales, Inc. 144	Daniell, Johnnie 175	Hirsch & Co., Lawrence M. 118, 119, 131, 137, 140, 154, 170, 178	Marshall-Eclipse Division 16
Auto Lamp Mfg. Co. 33	Danning & Stroud •	Hirsch-Frazer Co. 95	Martin-Senour Co. 23
Auto-Lite Battery Corp. 59, 61	Davis, John W. •	Hodman Rubber Co. •	McClintock Sales Co. 136-147-172
Automotive Mfg. Co., Inc. 174	Delco Battery Division 15	Hoffman, A. W. 153-167	McCord Corporation 3
Automotive Sales Assoc.	Delco Products Division 145	Holland, Chuck 142-143	McDonald, Carl J. 175
Automotive Sales Co. 121	Delco-Remy Division 17	Hollingshead Corp., R. M. (Whiting Automotive Div.) •	McDonald & McPherson Co. 49-113
B	De Soto Division •	Hudson Motor Car Company 133	McNaughton, Lee 142-143
Baker, Wm. •	Detroit Aluminum & Brass Corp. 17	Hughes, T. D. 27	McQuay-Norris Mfg. Co.
Barringer, F. D. 172	Dickey, Robert O. 142-143	Hutchens, Harry C. 147	Megglin-Austin Co. 167
Bear Mfg. Company •	Dobiyanski, M. O. 100	Hutto, F. Vaughn 113	Merryman, F. J. •
Beard, Earl 100	Dodge Division •	Hygrade Products Division. •	Metal Engineering Co. •
Bearings Co. of America 62	Downey & Co., Herman J., Jr. 161-171	Hudson Motor Car Company 133	Mid-Western Auto Parts. 114
Beasley, James •	Dura-Bond Engine Parts Co.	Hughes, T. D. 27	Miller Mfg. Co. •
Belden Mfg. Co. 166	Durkee-Atwood Company •	Hutchens, Harry C. 147	Miller, R. H. 175
Bell Co., Inc. 49	Dwiggins, Ford •	J	Miller Sales Co., Jess 173
Bell, L. W. 91-173-174	E	Jayne, Albert •	Minnich, W. F. 134
Bendix Products Div. 39, 164	Eakin, Fred •	Johnson Bronze Company 131	Monkey Grip Sales Co. 100
Berry, Chas., & Assos. 142-143	Elberts, Earl 32-33-54	Jolly Sales Co., John T. •	Monroe Auto Equipment Co.
Binks Mfg. Co. 158	Ebeling, P. H. 27-68-170	Jones, Stafford •	Monroe, E. R. 168
Black, R. S. 120	Ebert Co., Earl H. •	K	Moor Industries, Inc. 9
Black & Decker Mfg. Co. •	Echlin Mfg. Co. 110	K-D Mfg. Company 153	Moon, J. E. 25
Blackhawk Mfg. Co. 10	Edwards-Dennis Co. 134-138	Katz & Asso., Warren •	Morre, Emmett •
Boehm, Phil 111	Els Automotive Corp. •	Keen, C. Guy •	Moraine Products Division. 6
Bonney Forge & Tool Works.	Electric Auto-Lite Co. (Merchandising Div.) 126, 127 (Parts & Service)	Keller, F. J. 5-25-28-35-113-146	Morley, Chas. C. 100
Boswell, L. W. 101	Electric Storage Battery Co.	Kelley, J. S. 100	Moser, W. A. •
Bower Roller Bearing Co.	Estes Mfg. Co., Earl •	Kelley Hayes Wheel Co. •	Motive Equipment Mfg. Co.
Bowers Battery & Spark Plug Co. 42	Etherton, W. L. 115-170	Kem Mfg. Co., Inc. 123	Inc.
Bowes Special Fast' Corp. 99	Ethyli Corporation 48	Kidder, Martin 122-147	Murphy, J. B. •
Bowes Special Fast' Corp. 163	Eylar Sales Co. 173	King Quality Products Co.	N
Bowling & Powell 116-136-147	F	Kitchens, William 5	NBP Public Relations Committee 151
Breeze Corporation, Inc. 147	F & B Mfg. Company •	Klier Co., G. W. 132	National Brake Block Corp.
Brown, F. J. 172	Federal-Mogul Service 21	Kline, Warren M. 28	National Machine Works. 138
Brook, W. S. 27	Federated Metals Division 161	Kline-Porter 114-172	National Motor Bearing Co., Inc.
Bruce, C. Tom 25	Federated Mutual Implement & Hardware Insurance Co. 146	Klosowsky, C. H. 124	Nelson Specialty Corp. •
Brunner Mfg. Co.	Filterzone Corporation 168	Kroener, Paul M. 28	New Britain Machine Co. 25
Buerger, Herman H. 140	Fitzgerald Mfg. Co. •	L	Nicholson, Harry •
Buettner, C. M. 100	Ford Motor Co. 45	Lahey Battery Prod. Corp. 121	Niehoff & Co., C. E. 160
Burd Piston Ring Co. 26	Fram Corporation 31	Lamb, Russ Co. •	Norton, K. W. •
Burk, B. B. 172	Friedlander, Jack •	M	O
Burk, Sidney 172	Friedman, Harry 111	G	O'Donnell, J. P. 28
C	G	Garrison D. D. •	Oakite Products, Inc. 177
Caphton & McEvoy 32	Gatke Corporation 101	Oldsmobile Division •	Oldsmobile Division 96
Carpenter-Turner Sales Co.	General Motors Corp. (Institutional) •	Oleson, Tom •	Ottmer-S riverine Sales Co. 178
Cason Prod. Corp. 118, 119		Otto-Items, Inc. 188	Owatonna Tool Co. •
Case-Davison Co. 29-161-166			
Casite Division 3			
Champ-Items, Inc. 146			
Champion Laboratories, Inc. 113			
Champion Spark Plug Co.			
Chaney, W. C. 168			

INDEX

The Advertiser's Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to Index correctly. No allowance will be made for errors or failure to insert.

P	
P & D Mfg. Co.	172
Packard Elec. Division.	22
Parker, Guy	116
Pennzoll Company	*
Perfect Circle Corp.	Front Cover
Perfect Equip. Co.	167
Perfect Parts, Inc.	166
Perfection Gear Co.	168
Permatek Co., Inc.	1
Peterson Welding Laboratories, Inc.	116
Planet Metal Products Corp.	170
Polansky, Max	*
Porter-Littell Sales Co.	170
Poynter, L. A.	174
Price Battery Corp.	*
Proto Tools	4
Puritan Co., Inc.	*
Pyrill Co.	152
Q	
Quick-Charge, Inc.	*
R	
Rajah Company	*
Ramsey Corp.	Fourth Cover
Rankin, J. W.	25
Raybestos Division	169
Reeves, Bert	142-143
Remm, Cliff	175
Reznor, J. D.	*
Richlite Mfg. Co.	172
Rinch-McLain, Inc.	172
Rinshed-Mason Co.	*
Ritter, Reed	174
Robertson, W. H.	*
Rochester Products Division	*
Rogers, H. M. (Buck)	114-124
Roy & Hefner	174
Russell, Ralph E.	168-175
Rust Master Chemical Corp.	157
S	
Safety Equip. Co.	49
Saginaw Steering Gear Division	8
Salmon, R. K.	*
Sanderson Co., Geo.	134
Saunders, J. Paul	124-126
Schneider, Albert D.	114
Schrenker, J. S.	*
Schwaiger Mfg. Co.	175
Sealed Power Corp.	56
Sexton, C. F.	172
Shenk & Co., The S. A.	47
Sherman, Chas. G.	172
Shipp-Payne	138-147
Sierk, Herbert	172
Signal-Stat Corporation	115
Sinko Mfg. & Tool Co.	168
Smith, Don	*
Smith, Ray	159-173
Southern Friction Materials Co.	175
Southern Sales Co.	124-173
Sparkler Mfg. Co.	*
Sparks-Withington Co.	55
Speaker Corp., J. W.	142, 143
Spindler, R. B.	142-143
Standard Crankshaft & Hydraulic Co., Inc.	165
Standard Motor Products	135
T	
Tabus, Geo. A.	*
Tapp, James F.	172
Taylor Bros.	*
Texas Company	*
Thermoid Co.	53
Tide Water Associated Oil Co.	*
Timken Roller Bearing Co.	*
Tincher Prod. Co.	*
Treasury Dept.	139
Trico Products	125
Tung-Sol Electric, Inc.	*
Turner Mfg. Co.	168
Tuthill, H. L.	111-116
Tuthill Spring Co.	132
Tuttle Co., L. D.	54-169
U	
United Motors Service	107
United States Treasury	139
V	
V. M. C. Products, Inc.	170
Van Norman Company	*
Van Cleef Bros., Inc.	38
Vaughn, B. M.	*
Vellumoid Company	170
Vitalic Battery Co.	58
Vogel, Assoc.	*
Volt Rubber Corp.	148
W	
Wadsworth, Jr., F. L.	*
Wagner Electric Corp.	46
Walker Mfg. Co.	*
Wallace, Stanley K.	111
Wallace, Wally	166
Ware, E. F.	*
Warner-Patterson Co.	*
Warwick Laboratories Co.	162
Ways, A. A.	168
Weatherhead Company	14
Weaver Manufacturing Co.	44
Westinghouse Air Brake Co.	102
Whalen, H. H.	*
Whaley, H. A.	132-142-143
Wilkening Mfg. Co.	104, 105
Willard Storage Battery Co.	36, 37
Williams, Frank H.	100-136-147
Williams, N. A.	153-167-174
Williams, W. T.	168
Willys-Overland	18, 19
Wilson, L. A.	*
Wilson-Bridges	132
Winona Tool Mfg. Co.	*
Wix Accessories Corp.	117
Wixson, Ronald H.	153
World Beston Corp.	*
Y	
Yankee Metal Products Corp.	*
Yaras, Max	166

Make extra profits!



Drawing courtesy of Commercial Car Journal

with this

Home Made Car Washer

HERE'S a setup for sure profits. You wash more cars, trucks, in less time with only half as much material.

All you need is a couple of 55-gallon drums, two 18-inch stands, centrifugal water pump, 1/2-hp motor, pipe, connections—and a supply of Oakite Composition No. 70. You get a high pressure detergent spray that quickly, completely removes road dirt, grease, exhaust and oil films . . . rinses freely . . . leaves surfaces streak-free, uniformly clean and sparkling.



Detailed drawings . . . in-shop demonstration free on request. Write Oakite Products, Inc., 408 Rector St., New York 6, N. Y.

Prefer hand-washing? Then get this free folder, telling how to do the job with one wash, one rinse — without chamoising. Write today! No obligation.

OAKITE PRODUCTS, INC.
408 Rector Street, NEW YORK 6, N. Y.

Technical Service Representatives in Principal Cities of U. S. & Canada

OAKITE

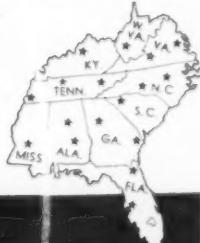
SPECIALIZED INDUSTRIAL CLEANING MATERIALS • METHODS • SERVICE



These leading automotive lines occupy a prominent place in the stocks of Southern automotive wholesalers. They have been selected to fill your requirements, because they:

1. Give complete service for all makes of cars
2. Give you the utmost in value
3. Give you the best in merchandise and profit opportunities.

Automotive experience . . . plus better service to wholesalers because of small territories . . . combined with careful planning and a fully staffed home office organization are what put Hirsch out in front in the South!



Tough on Oil-Pumping

GENTLE

on
cylinder
walls



GENTLE because Steel-Vent's two wall-contacting steel sections have rounded edges which provide hairline contact and reduce drag to a minimum.

GENTLE because the Steel-Vent spacer has extra wide vents that let oil flow through freely for extra cylinder wall lubrication.

GENTLE because Steel-Vent's flexible, low-tension inner spring works only against the steel sections—holds them on the cylinder wall with soft pressure. Result: maximum life, minimum wear.

HASTINGS
STEEL-VENT PISTON RINGS

Right for re-bore, re-ring, re-sleeve

HASTINGS MANUFACTURING CO., HASTINGS, MICHIGAN
HASTINGS LTD., TORONTO

Piston Rings, Spark Plugs, Oil Filters, Casite, Drout

Reserve Power

... to take up future wear



Ramco Spiro-Seal...another exclusive reason why Ramco

ACTUALLY CURBS ENGINE WEAR

RAMCO RE-POWERING*
Program Helps You to
Help America Fight
Premature Engine Wear

Use the Ramco RE-POWERING Program to show customers that oil pumping is a warning sign which, if unheeded, will result in Premature Engine Wear. Sign up for the RE-POWERING Station Sign. Get the help of this nationally advertised program to sell more piston rings, Carburetion, Ignition, and Cooling services. See your Ramco Jobber Today.

*Nationally Advertised in



Piston rock due to wear hastens further wear...increases the rate of cylinder wear.

Spiro-Seal is an endless steel spiral. That is why it has within it the reserve power to automatically increase its area of contact.

This reserve power nips in the bad any tendency for piston rock to de-

velop as the result of normal cylinder wear. It is one of the many reasons why Ramco 10-Up Rings not only compensate for wear but actually curb further wear.

Do the Job Right for Today and Tomorrow! . . . Your Ramco Jobber Salesman will gladly give you the many profit-reasons why it pays to install Ramco 10-Up Rings exclusively!

RAMCO 10^{up} all purpose RINGS

Available from your Ramco Jobber with and without Ramcrome finish.



St. Louis 8, Missouri, A subsidiary of Thompson Products, Inc.